

# ebu review

vol. XXXVIII no 3 / may 1987



EBU transatlantic  
transmissions

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(EBU Associate Members are listed on the inside back cover)

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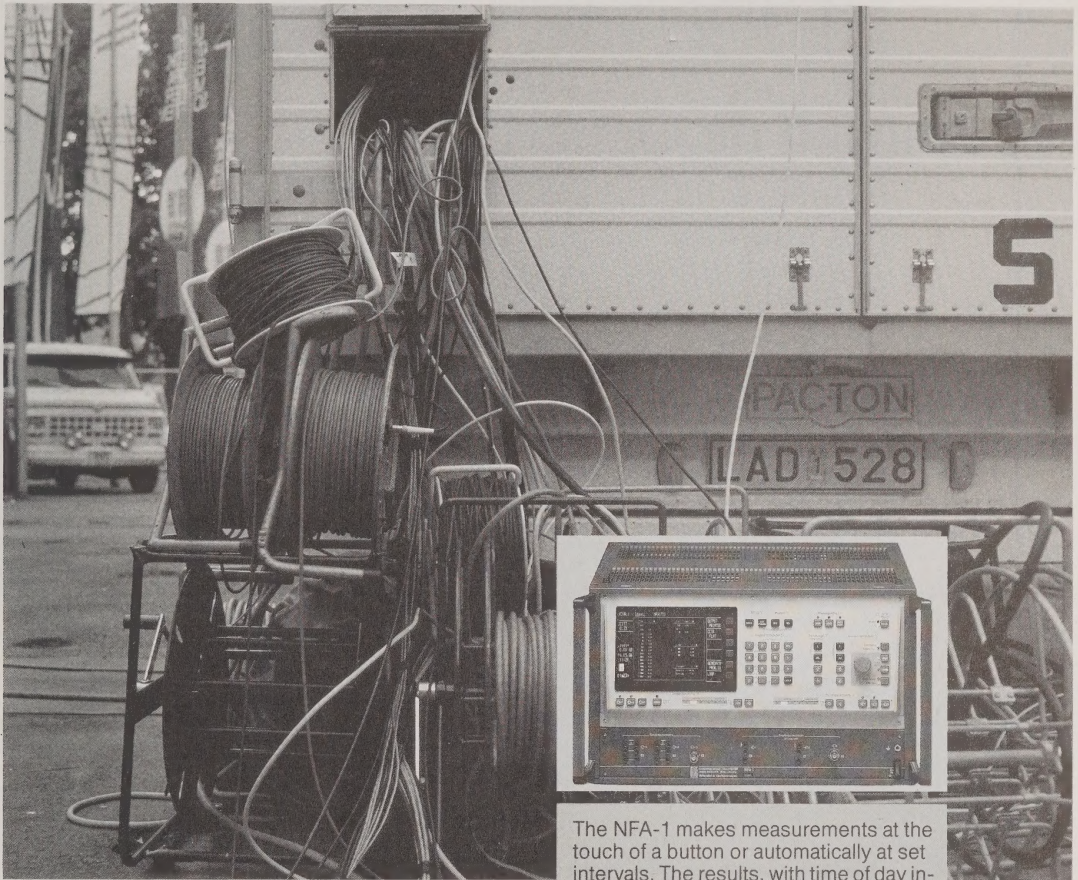
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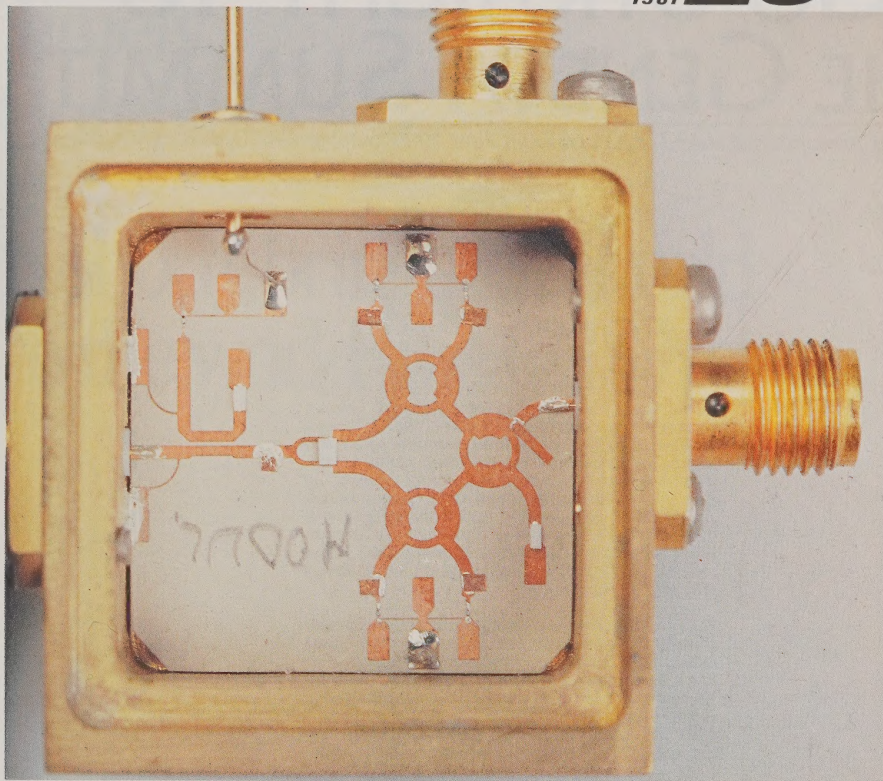
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Editor-in-Chief: Bernard Derasse  
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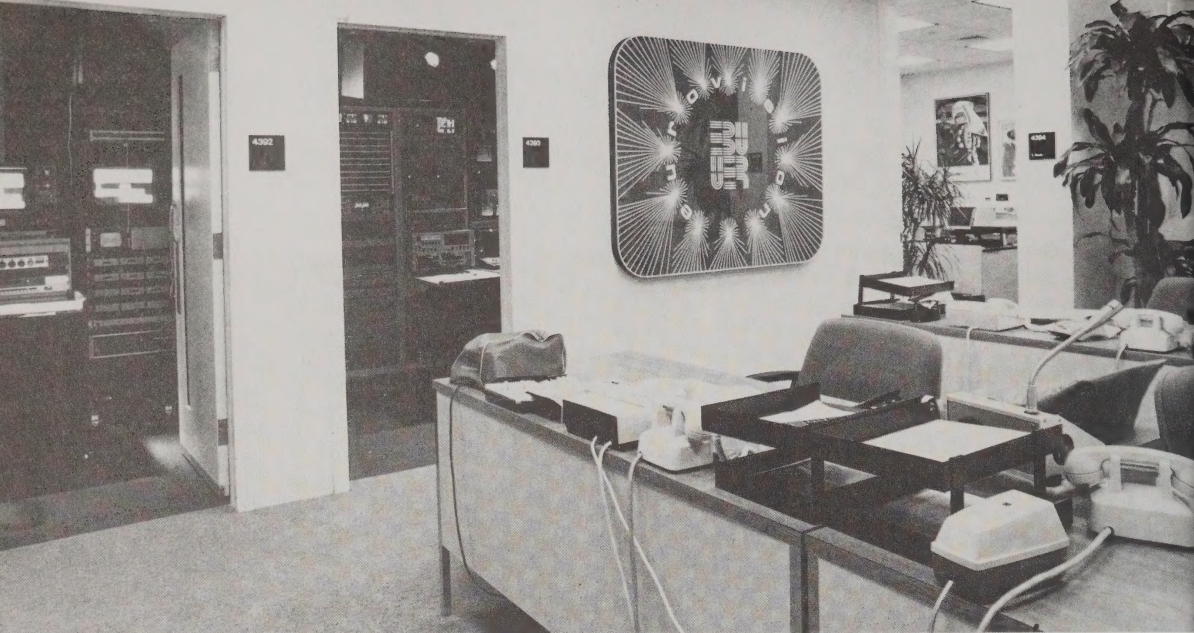
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A total of 18 multilateral and 20 unilateral transmissions were arranged and coordinated during the first half year of operations of the New York office ... We have the disadvantage of the monthly rotation of origination of satellite transmissions in the United States.

Werner Kohn, 1971

These figures (31 multilateral transmissions, 28 unilateral transmissions at night tariff, show clearly that the EVN-0 has become the centre of gravity. The arrangements made in October 1975 are provisional and experimental and this cannot be extended indefinitely.

Jean-Pierre Weinmann, 1976

The growth of multilateral traffic (105 transmissions from January to June), and the adaptation of facilities and routines to it, has probably been the most important development over the last couple of years.

Yrjö Lansipuro, 1980

The daily satellite transmission from New York for EVN-0 has by now become a routine event. It continues to be a vehicle for an increasing number of members' unilaterals.

Report to the News Working Party, 1983

## The EBU offices in the United States

### The transatlantic connexion

By the end of 1987, a terrestrial circuit will link the European Broadcasting Union's Washington office permanently to the New York bureau in the CBS Broadcast Center. An optical fibre will connect the New York bureau to the newly established Staten Island Teleport, and a permanently leased transponder on the Intelsat system will send the New York and Washington signals to earth stations in France, the FRG, and Italy and from there to the broadcasters in those countries. This Transatlantic Television Channel (as it is known within the EBU) will therefore effectively link Washington and New York to the European Broadcasting Union's Permanent Vision Network, a network that ties together Europe's national broadcasters for programme and news exchanges.



For the European broadcasters, this represents an important development, since it will be the first time that European correspondents in Washington or New York will have immediate access to a satellite link with their studios in Europe. It will give them the possibility of going on the air immediately when disaster strikes, whether it is an assassination attempt on the President of the United States or the failure of the latest space mission—those stories that inevitably move the world. Or the correspondent can sit in his Washington studio for that long-planned, late-evening programme to

permanently leased transponders, and an equally long time after the Japanese pool (JISO) started to operate a double-hop satellite link between the United States and Tokyo.

The joint operation of a transatlantic television channel is a logical development for Europe's public broadcasters and marks the (temporary) conclusion of a trend that started in the early seventies, when the News Working Party established its Television News Coordination Bureau in New York. The first bureau chief, Werner Kohn of ARD, proudly reported at the time that the office had handled 18 multilateral transmissions

## Tony Naets

Head of the EBU Television  
News Coordination Bureau,  
New York



contribute to the discussion of the trade war between Europe and the United States.

In the newly emerging broadcasting environment in Europe, it gives the member organizations of the EBU yet another considerable advantage over the emerging commercial broadcasters.

That the largest cooperating association of broadcasters in the world would eventually operate a permanent television channel across the Atlantic Ocean can be no surprise. But it is sobering to realize that the decision to do so comes years after two of the American networks (ABC and CBS) moved all the news traffic between their London bureaux and their New York headquarters on to

in six months, or one transmission every ten days. Communications satellites were costly vehicles then, and only through cooperation could the European broadcasters hope to use them efficiently.

Cooperation is still required now that the broadcasting environment is changing, and the European broadcasters have come to spend considerable amounts on the coverage of events in one single country—a country that is politically so important to us. The facilities of the European Broadcasting Union in the United States are there to be used by all its active members and the staff will assist them in their coverage of a bewildering but exciting continent.

## EBU Coordination Bureau New York—the wrong side of the clock

It is 20.00 hours on a sultry New York evening, 02.00 hours in Continental Europe. The duty coordinator for the newly established morning news exchange (EVN-M) flips the power switches in the transmission room, on the fourth floor of the CBS Broadcast Center, on Manhattan's West Side. The bureau uses standard 525 NTSC broadcast equipment for both SONY Betacam and 3/4-inch formats, and the transmission room contains edit bays for both.

She quickly checks with AT&T, the traditional long-distance carrier, on both incoming and outgoing signals. The bureau has permanently leased incoming and outgoing local ends to AT&T's Television Operations Center near Canal Street, a huge red-brick building that is colloquially known as NR.

The coordinator glances quickly at the wires to see how domestic and international stories have developed since the bureau closed shortly after six that evening. The facsimile receiver starts to hum: one-page summaries of the offers the two main news agencies, Visnews and WTN, expect to make later that night. The information from the third agency, CBS-News, is quickly gathered by walking across the hall where CBS's affiliate news service has its offices.

Using a wordprocessor and a telex store-and-forward system, the coordinator distributes the offers to the participants in EVN-M. Breakfast programmes are still in their infancy in Europe, and not all EBU members participate. The Permanent Services in Geneva and Brussels, which normally distribute the agency offers for the other news exchanges, are not yet staffed at this hour.

Shortly after 21.00 hours a hurried CBS-staffer brings in the CBS offers: three half-inch cassettes and one 3/4-inch. The coordinator, who will operate alone until shortly before transmission time, when she will be as-

sisted by the coordinator responsible for EVN-0, quickly screens the stories that may be of interest for the morning programmes. Over the months, it has become clear that the latter, with their voracious appetites for stories and with the quick succession of items, are on the lookout for more human-interest material than are the news programmes later in the day; they will also treat even the main news stories in headline fashion. The pressure on production staff and facilities overseas means, too, that the New York bureau will trim stories differently.

## A championship event

The phone rings. It is CBS's master control. The bureau tonight will record, using a CBS incoming line, an athletics championship at Madison Square Garden for Dutch television. The signal is picked up from a domestic satellite uplink outside New York, from which it is satellited to a nationwide sports network. Dutch television has secured the broadcast rights, and the bureau has made all the arrangements during the week. Natural sound will be added on the second audio channel during recording. The bureau will pick that up from Madison Square Garden's switcher, using a spare audio channel at the Garden and a second permanently leased channel at the bureau. A freelance editor will tape the event on 3/4-inch machines in the bureau's second edit room. The Dutch producer will edit it with her overnight and the material will be satellited early in the American morning.

A lively voice wishes us a good morning in two languages on the coordination circuit. It is 03.30 in Europe, and the morning programmes start their editorial conference. A few blocks away from the New York bureau, on Broadway, a group of break-dancers, complete with an enormous drum and electric guitars powered by a portable Honda generator take up their positions near the Gershwin theatre, waiting for intermission time.

The coordinator listens as the services discuss their European exchange, while recording at the same time the Visnews items. The agency is feeding its Pacific and Japanese clients and the bureau picks up the signal as it leaves New York on its way via domestic satellite to Los Angeles and the Japanese earth station.

The three agencies work to different deadlines at this time of day and the New York coordinator will not see the WTN items until 23.00 hours. During the conference shortly before 22.00 hours, she will have to go by the written description provided by the agency.

Shortly after 22.00 hours she is advised that the American networks have pooled their resources and will bring in a joint satellite feed from South America. She starts to record the signal from Santiago de Chile on a CBS tie-line, carefully noting the leaders as one edited story after another is fed, first narrated by the network correspondent, then refed with natural sound only. She keeps one eye on the monitor, while starting to transfer the selected stories onto a single videotape in a running order that she feels makes sense for services that will be hard pressed for time by the time they are satellited: major news stories first, the softer items later. One story, selected by only one participant in the EVN-M will be fed unilaterally. It is of rather poor technical quality and she has decided to use the original tape during the transmission. The story from Santiago will also be fed from the original tape, because there is no time to insert it in the transmission tape.

When the phone rings, the quality of the line immediately hints at an overseas call: the information provided in the offer telex is not enough for the writers, and the European wire services have not really run the story. A script is picked up from the agency and sent by facsimile.

Now AT&T is on the phone: ready to hand over an incoming signal from a Washington production house. The Washington bureau has contacted all

correspondents during the day, and found two who wanted to do a story for their stations' noon bulletins. They have done their editing in the evening (after the network news shows went off the air) and they desperately want to go home and to bed now. The noon bulletins go out at 06.00 hours, and neither the correspondents nor the editors want to get up at that time to feed the story. Washington has coordinated their needs and booked a landline from Washington to New York which they can share. Neither correspondent really wants to leave the production facilities in which he feels most at home, and the EBU's Washington coordinator will switch the signal between the two, so that they can still use the same line. AT&T has a one-hour minimum on its terrestrial facilities, and each story would have cost therefore more than \$200. Now that the line is shared it cuts the cost in half.

The New York coordinator will record the stories on separate half-inch tapes and feed them as sequential to the EVN-0 exchange early in the morning and well in time for the noon bulletins.

When the EBU's transatlantic channel becomes operational, the connexion between Washington and New York will be permanent, and stories can be fed to New York at all times, to be held there until they can be recorded in Europe.

At 23.00 hours the WTN items are recorded. The coverage of the Canadian mine disaster is essentially the same as in the Visnews offer, already on the transmission tape, but the coordinator feels that the chronology of the story is better told in the WTN version. She will feed the WTN tape and match Visnews. Her initial hunch on the explosion story in Pennsylvania proves to be correct: the video quality of the CBS story, which she had trimmed and transferred to the transmission tape, is superior to that of the ABC coverage WTN now provides, and there is, fortunately, no reason to change the running order.



After goodnighting the incoming line with AT&T it is back to the wordprocessor and the store-and-forward service: a final telex is sent to all participants and to TDF Paris who act as the international control centre later during transmission time. The running order shows a total of 12 stories to be satellited and total transmission time will be well over 25 minutes.

## No longer alone

The EVN-0 coordinator has come in, and he has checked the logbook: he now knows about the Dutch transmission (they have started to edit without waiting for the final notes of *America the Beautiful*) and the two sequential unilaterals, patiently sitting on a shelf. He is advised that the networks have taken additional material (not yet written up by the agencies) from Santiago, but a quick look at the satellite log shows that the networks have yet another satellite tomorrow morning at five and he thinks that updated material from that bird will more likely make it on to the EVN-0 transmission than the material now to be satellited for EVN-M.

At 23.55 nerves start to fray. The EVN-M coordinator is still transferring a late request from one of the services on to the transmission tape, and the EVN-0 coordinator starts to record the CNN offers for his transmission. CNN satellites its offers on a domestic satellite from Atlanta to New York, and this time was chosen to allow the CNN Washington bureau to feed on the same transponder so that no video quality is lost by multiple recordings. And Washington is in a hurry, because they too want to go home.

## Finally, a transmission

The EVN-0 coordinator is still watching incoming video levels on one bank of monitors, as the EVN-M coordinator checks the continuity of the signal New York is sending to Paris and the loop that connects the participants

in that early morning exchange. All acknowledge receiving the New York signal and the transmission tape starts to roll at exactly 15 minutes past midnight ... today has finally come.

The EVN-0 coordinator watches video and audio levels as the EVN-M coordinator changes cassettes. The changes in the running order, the late addition of the Santiago feed and the additional story requested by one of the participants mean that seven of the 12 stories will be fed from their original cassettes, rather than from the transmission tape.

But there are no mishaps and the feed is goodnighted at 12:38. The stories will go on the air in 20 minutes. The coordinators change places now. The EVN-0 coordinator starts to record the WTN offers for EVN-0, and the EVN-M coordinator starts to type up her transmission report and will telex the timings to Geneva and Brussels for record-keeping before catching a taxi home, shortly before 01.00 hours.

## The graveyard shift

The pace slows down, but only a little bit, for the EVN-0 coordinator. He screens all the agency offers and checks them off against the telexed offers. Misunderstandings do arise and he wants to be able to assist the news coordinator in her selection of news items for EVN-0. A statement by President Reagan, prominently announced by the wire services, was in fact just that, and the paper distributed by the White House is shown in all three agency offers and in the CNN offer. The President however is shown in file footage only, and certainly has nothing to say about the issue at hand.

There is only one break from the routine and the drudgery of what is known as the graveyard shift. One of the British services is covering a story on Canada's west coast. The story will be fed on Canada's domestic satellite system before the bureau in Vancouver closes for the night. The EBU's New York bureau has con-

■ In Switzerland, the Federal Department of Transport, Communications, and Energy has authorized the relaying of the US Government's **satellite television service Worldnet**. A dozen or so cable networks have already expressed an interest. Worldnet was set up in 1983, initially to enable journalists all over the world to take part in press conferences given in Washington. In 1985 a daily two-hour current affairs programme - a mixture of politics, the arts, science, and sport - was added. Television stations and cable systems can take this service free of charge; the potential European audience is estimated at 3,700,000 viewers.

■ The future **French cultural channel SEPT** (standing for Société d'Édition de Programmes de Télévision, but also being the French for 'seven') was first seen on the box at the beginning of May, courtesy of France-Régions 3. When the DBS satellite TDF1 is launched next year, a transponder will be reserved for it at peak times. The SEPT will not have to acquire a holding in the TDF1/TDF2 commercial operations company and will thus be able to spend all its money on programmes. It will not make programmes, but will act as an interface between financiers and creative people. Besides the French, its programme committee includes representatives of television organizations in the UK, Italy, the FRG, and Switzerland. The SEPT has a European vocation and has signed or is negotiating agreements with ZDF/FRG, TSR/Switzerland, RTBF/Belgium, NDR/FRG, ORF/Austria, RAI/Italy, RTVE/Spain, RTE/Ireland, and DR/Denmark.

■ The number of **cabled homes in the FRG** increased by 10% in the first three months of 1987. The Federal Post Office reports a total of 2,540,000. The number of homes receiving satellite broadcasts has increased in the same proportion and now stands at 2,100,000. The mean connexion density in the FRG is 36.3% of homes passed.

tracted a downlink in the New York area and will record the story and feed it as its third sequential, in time for the lunch-hour bulletin in London. The earth station checks in at 02.00 hours, the producer calls promptly, and says 'Good evening'—nostalgia for yesterday. There is a strange flash halfway through the feed and the story is refed, but all is well after checking the tapes in New York, and uplink, satellite, and downlink are all goodnighted less than ten minutes after start time. The total cost of the transmission from the Pacific Coast will be less than \$150.

03.00 hours. It is not Kennedy Airport at rush-hour but the check-in calls follow one another rapidly: good morning Geneva, good morning Brussels, good morning Prague, good evening Kuala Lumpur and Tokyo.

The news coordinator is quick: there is a breaking European story and she does not accept the numerous softer stories that the agencies and CNN are offering from the United States. But there is interest in the goings-on in Washington and maybe the weather. It has been unseasonably warm in the east, cold on the coast and there is flooding in the north. Maybe some services want to use it in connexion with the foul-weather stories out of Europe.

The New York coordinator starts to edit. The weather stories are a dreaded chore. Each network and each agency will build the weather stories differently, and it is next to impossible to find the best coverage of each phenomenon in a single story. But with five or six versions of each weather story to choose from, it rapidly becomes an agonizing choice: how to serve the interests of all members, how to be fair to the agencies; do we really want to know about that bridge in Maine, or should we be interested in the banks of the Mississippi; will the wire services have paid any attention to the early blossoms in Washington, or is this likely to end up on the floor of the cutting room anyway?

Shortly before 05.00 hours the phone starts to ring again: the networks are deciding on their coverage

of the world for their morning programmes. There will be a five o'clock satellite from Tel Aviv—but the news coordinator is not interested. The EBU has booked its own satellite out of Jerusalem. There is however, against all expectations, interest in the satellite from Moscow, due in at 05.30, and, of course, the update of the Santiago story, due in at the same time. The coordinator arranges for both to be fed to EBU New York. He will record them while already transmitting the EVN-0 items.

The morning editorial conference brings no surprises. An eye has to be kept on Washington events, but at this stage nothing of major importance is scheduled, and with the breaking story in Europe there is only moderate interest in the United States.

Shortly before 05.30 the EVC in Brussels switches the coordination circuit: New York stays with them during the prerecording of the EVN-0 items. The coordinator sets video and audio levels on the first item, and watches the TSS test pattern out of Moscow out of the corner of his eye. On another monitor there is only a white square in a black field: Santiago has not come into the overseas earth station.

The EVN-0 prerecording starts on time. Shortly after the second item has started to run, the Moscow monitor shows an ABC leader. The story is narrated, and ten seconds into it is rewound. Somewhere over on 66th Street an ABC producer is negotiating with his field producer. The EBU coordinator starts to bite his nails. On the right-hand monitor Santiago comes up and the first story fed is a CBS story. Whoever is coordinating the feed is blessed: the story is run through once, without narration. The coordinator ejects the cassette, loads a second one and continues to watch, but in all likelihood a series of narrated versions will follow for the next five to ten minutes.

On the Moscow bird ABC has restarted a number of times, fed the story once in its entirety and the leader shown now is an NBC leader. Over the circuit Brussels is advised

that the item now being fed is the last of the multilateral items. The next item is the first unilateral recorded last night from Washington. While that runs the story from Santiago is cued up. The Moscow satellite now carries a narrated version of the NBC story, it is rewound and mercifully the next version is natural sound.

The three sequential unilaterals have now been fed. Brussels is warned to start its recording machines again, and the Santiago cassette is fed. On the Santiago satellite itself NBC has started to feed a narrated version of its coverage. The Moscow feed has now ended, the cassette is rewound and the NBC natural sound version is fed as a Visnews item, immediately after the Santiago story. The EVN-0 prerecording can be goodnighted just before the material is turned round to the services in the EVN-0 itself.

The graveyard shift runs towards its end. There is only the sports event still to be fed. The freelance editor and the producer in the edit suite are almost finished. They have a 30-minute summary of the three-hour event the night before, and have spent 11 hours in the edit suite. The only costs are that of the editor and the switching charges for the incoming channels, plus the cost of the CBS incoming channel they used last night to record the material. But technical costs will be less than \$300.

The satellite has been ordered at 08.00 hours—a quiet time on the European network. The feed goes without incidents and is coordinated directly with the master control room in Hilversum via the coordination circuit with Brussels.

## How do I transmit from Albuquerque?

The coordinator taking over from the night coordinator has carton cups of coffee in a brown bag—welcome to daytime in New York City. And the phone rings. The EBU planners have a problem with a sporting event out of South America. The overseas earth





*The EBU Television News Coordination Bureau in New York—the main transmission and edit room, with its banks of Betacam and 3/4-inch machines*

station operator says that he cannot uplink to the Major Path Two satellite because that path is taken by an American entity, but he does not know which one. Planning tried to receive more information from the European administrations, but there is no immediate answer. The New York coordinator instructs his computer to dial into Comsat's data base and looks at the usage of the Intelsat system. The screen shows that Major Path Two for that time slot is in use by ESPN, the sports cable service. New York will check later with both ESPN and COMSAT to see if channel assignments can be changed to free the path requested for the sporting event from South America.

Then one of the Washington correspondents calls. His prime minister will visit a subsidiary of an important

national company in New Mexico and the foreign desk is interested in satelliteing the story from there. How to go about this, and oh, they would prefer to have it as a sequential to EVN-0 since the time difference prevents them from running the story before the evening bulletin of the following day. There is a three-hour time difference with New Mexico and New York promises an answer in the early afternoon. We will check with a local station in Albuquerque that has reliably, and cheaply, uplinked stories for us in the past.

AT&T is the next one to call. It has received an order from one of the European administrations (acting on behalf of a European broadcaster) for television service from the West Coast and it wants details about the point of origin.

### **Why is the world so complicated, and life so difficult?**

Until the spring of 1980, a limited number of American companies were authorized by the Federal Communications Commission to handle international television transmissions. These had to be routed through the television operations centres of these companies, which were invariably located in New York, and the only way to send the signal there was on AT&T landlines, at a cost of so many cents per mile per hour. Beginning in the summer of 1980, the FCC started to lift a lot of the restrictions it had earlier imposed on television (and to some extent radio) traffic and opened the market up. An impressive number of companies entered the American

domestic market, providing as separate services permanent or mobile satellite earth stations, both for transmission and reception, or space capacity, or all three as a single package. It dramatically reduced the cost for transmission within the United States.

However, the only way to originate international transmissions towards Europe was to bring the signal to New York, and then to hand it over to AT&T and the signal would travel on AT&T's microwave system to the earth stations on the East Coast serving the Intelsat system. And as American domestic traffic left the AT&T network, the cost per mile per hour for these facilities went up to well over a dollar.

It did not take too long before the FCC lifted that restriction too, and other companies started to build receive and transmit earth stations on plots of land adjacent to the huge Comsat earth stations, providing broadcasters with an alternative to AT&T's expensive landlines.

Most European administrations, however, did not want to hear about these new carriers. They had (and still have) a well-organized accounting system with AT&T, they are most familiar with AT&T and cannot easily be persuaded to set up a relationship with other entities.

That is where the New York bureau started to play an additional role. The New York coordinator will diplomatically ask the service ordering a satellite from the West Coast to amend its order to start at the Comsat earth station. New York will in turn book service from one of the two companies that provide service into the Comsat earth station and coordinate between them and Comsat for a proper handover of the signal before transmission time. In the case of the feed originating on the West Coast costs are reduced by thousands of dollars.

The coverage of the prime minister will still be brought to New York, since it will be fed the next day as a sequential unilateral. However, by booking the three parts of the trans-

mission (uplink, space segment, downlink) from three different companies, it can book the space segment from a common carrier with a very cheap rate at what is off-peak time in the United States.

### **I have the line, will you bring the set?**

Just before Europe signs off for the night, there is a call from a radio producer. He is doing something in Minnesota and called them to install a telephone line for an upcoming event. First of all he was startled to hear that it would now cost him a small fortune (deregulation in the United States has decreased the cost of long-distance service, but the long-distance service used to subsidize the cost of local calls and of special installations), but secondly he got worried when he was told by the telephone company that they could not provide telephone sets. Deregulation has meant that telephone companies have lost interest in leasing sets (which is what most European PTTs still do). They will provide the telephone line, but the customer has to buy the set. The radio producer is unhappy, because he will arrive on a Saturday night. The event is on Sunday afternoon, and he hopes to be travelling again by Monday morning.

He is put at ease: the New York bureau has telephone sets and will have one available for him. And if the event had been in such a remote area that the line had not been available, or if it had been so short that installing the line had made no sense, it would have had a cellular phone available as well.

### **I know it happened here, but how am I to get it covered?**

The Washington correspondent is unhappy. He was called out of bed at the crack of dawn. His foreign editor had seen this great story on the noon news exchange. It was a story out of

Seattle, great human interest, you could just take the coverage from the American network (which is how the agency that offered it to the news exchange received it), tidy it up a bit, add an interview in Washington to it, narrate it and add a sign-off in front of the Washington monument to it. Exactly what the foreign editor wanted as a story towards the end of his successful newscast.

The correspondent has told the foreign editor that no, he did not wake him, and yes, he was always awake at 06.30 in the morning, and yes, he agreed it was a good story, and well, maybe, perhaps he will have it for tonight's broadcast (which comes shortly after noon Washington time). It takes a special breed of man to remember about time differences and obviously (or so the poor Washington correspondent felt) very few of them work in television news. Disregarding the fact that he, himself, had suggested the story last week (when it was turned down because it would be expensive to travel to Seattle), how was he to get the story from the network up in New York? Because, yes, Washington is important but network television news in the United States is produced in New York, it is satellited to New York and it is fed to the affiliates from New York. And that meant that the original story, without the narration and the graphics was up in New York, a \$200 landline away. He does have a recording, made on the BVU he keeps in his office, but it is off-air, from the local affiliate, and if he uses it (as he feels he might) his editor will come back and complain and not understand why the EVN-0 coverage looked better.

Washington correspondents have two special problems: the cost of getting the story in, and the cost of getting the story out. Washington correspondents do cover the stories occurring in Washington, but even the largest organizations have rarely more than one television crew available to do so. And they have to compete with a large number of network crews on the same story (and with a



much later deadline), or they find that they are not even allowed in because some government organization has decided that a network pool will be established. Or the story sits tantalizingly in New York. And their foreign editors always think the cost of transmitting by satellite is too high.

A number of European broadcasters are now funding the European Broadcasting Union's Washington bureau to try and coordinate requirements and bring down the cost of covering United States events.

First of all the bureau serves as a clearing house of information, so that Italian television may be tempted to join with Swedish television in covering that boat race in Newport, because there will be two of them to share the domestic satellite out of there. And it is always good to remind American producers that there is the EBU/US Pool Agreement that gives European broadcasters access to the network pool.

Secondly, the bureau is establishing a library of broadcast material so that the correspondent will find, maybe not the whole story yet, but at least the most important elements of the story as broadcast-quality material already available in Washington.

And Washington is a clearing house for international transmissions. If one service has already booked a satellite, then it is often cheaper to join that booking than to establish a new one, or it will at least have the information to prevent European broadcasters from competing for the same satellite facilities and endangering each other's transmissions. When the EBU's transatlantic channel starts to operate the Washington bureau will be the local head-end of that and it will be able to advise immediately on time available for that next emergency that inevitably will come.

## I know it is late, but ...

Back in New York it is close to 18.00 hours. The day coordinators are ready to leave, the equipment has already been turned off. The phone

rings: the local correspondent for one of the EBU members has been requested to do a story on a basketball player who has been bought by a Portland, Oregon, team. He is on his way there now, but can we tell him how he can transmit from there. The bureau's records show that correspondents have in the past edited at a local station that has an uplink. A quick call tells us that European correspondents are still welcome, and that the station can handle editing and that the uplink is available. The engineer, however, has a question: he will transmit that night to GTE-Spacenet (a supplier of occasional service on domestic satellites). We could do him a tremendous favour if we sought time on that satellite, because he would not have to readjust his antenna. The GTE-Spacenet booking office in Virginia confirms that time is available: we are halfway there. A series of telephone calls is required to find a receiving station in the New York area. Most are dealing with network sports feeds that evening and do not have time available. Ten minutes later, however, we can convince the HBO antenna farm outside New York to handle the feed. It is added to the list of responsibilities for the overnight staff. With some luck the editors in Europe will not change their mind before the correspondent arrives in Portland.

And before the lights go out, there is a call from a Scandinavian producer in Miami. He is travelling to South America and will satellite from there. But he has been told by the local station that they can only handle him late at night—when his own television station is closed. It does not take very long to book the service into an American earth station and to book domestic satellite service from Etam to New York, at a flat rate of \$265 for half an hour. The material will be recorded in New York and added as a sequential to EVN-0.

The facilities of the European Broadcasting Union in New York and Washington are available to all active members of the EBU. ■

## briefly...

■ Steps have been taken by the RAI-Radiotelevisione Italiana both to provide more traffic **information for motorists** on its networks and to ensure that motorists can pick up the announcements more easily. Starting with the Florence/Bologna stretch of the Autostrada del Sole, equipment is being installed to improve the signal in shadow areas and in tunnels.

■ *Gallegos*, Spain's first major **coproduction with Cuba**, is also Galicia Television's first incursion into the cinema industry. Originally conceived as a four-hour television serial, it is being filmed in Galicia and Cuba and has a budget of \$2.5m, which will be financed by the Cuban Film Arts and Industry Institute (55%) and by Galicia Television and the film's main actor, Sancho Gracia (45%). The film will be launched in November this year in Spanish cinemas and will be shown on television two years from that date.

■ **Tourism in the FRG's Black Forest** region is increasing thanks to that country's tv series *Black Forest Clinic*. Figures show a 6% rise in 1986, as compared with a 'prebroadcasting' fall of 2% in 1985. Tourist reservations from Italy are rising following the series' sale in that country; it is hoped that sales in the US and Japan will produce the same effect.

■ France's **Canal Plus** pay-tv channel has lost a court case it brought against a Swiss firm for selling decoders in Switzerland that enable people to watch the channel's programmes in clear. Canal Plus claimed both unfair competition and fraudulent gain, but the court ruled that, owing to the fact that the channel was not authorized by French authorities to market its services outside that country, neither claim could be proved. French customs have been confiscating decoders that people were trying to take into France from Switzerland.

**A** FUTURISTIC, glass-and-steel honeycomb in NW Washington, D.C., is the headquarters of INTELSAT, the 112-nation cooperative which owns and operates the global satellite system used by broadcasters in Europe, and elsewhere, every day.

On the seventh floor is the panelled boardroom, with its UN-style seating and translation booths. This is used for the quarterly meetings of the Governors—28 representatives covering 101 of the 112 signatories. A full meeting of signatories takes place each year—these being the representatives of the telecommunications operator designated by each of the 112 member Governments. Then, every two years, there is the Assembly of Parties, composed of representatives of the Governments of the member countries which are parties to the INTELSAT Agreement.

The rest of the eight-floor, split-level building houses the 640 staff, of 60 nationalities, who are engaged in the administrative, operational, research and development, and other activities which have contributed to the growth and success of the organization since it was formed in 1964.

The office areas are grouped round four atriums, where trees and plants thrive round water-pools, beneath glass ceilings 100 feet above, and up in the highest part of the structure, alongside the Director General's offices, is the Moon Garden, where important receptions take place.

Moving down again, at the heart of the building, is the INTELSAT Operations Center (IOC) and the adjoining Television Service Center (TVSC). In the IOC, the staff at their computer consoles face a huge wall map which shows the positions of INTELSAT's 15 operational satellites and more than 600 earth stations in 165 countries, territories and dependencies around the world through which INTELSAT signatories and users access and use the system. The IOC staff are responsible for controlling and monitoring the flow of traffic throughout this complex global network, utilizing a total of 165,000 voice

and data channels, and 30 television channels.

The TVSC is the booking centre for the television element of that traffic, responding to the requests from INTELSAT's national signatory organizations for space segment capacity and access to satisfy the needs of their broadcast customers. This is one of the fastest-growing parts of the INTELSAT operation, providing what is now over-modestly called the 'occasional TV service'—though hardly occasional any longer. It enables signatories to order international transmissions to meet broadcaster requirements for any period from ten minutes upwards, often at only a few minutes' notice.

### News, sport, and spectaculars

Some statistics will illustrate the growth we have experienced in this area. In 1979, there was a total of 12,000 transmissions; by 1983 it had grown to 24,000; and in 1986, there were 35,000 transmissions—nearly 100 a day.

Even these figures conceal the mag-

## INTELSAT—serving the needs of broadcasters

nitude of the peak traffic days, such as the day in April 1986 when US aircraft bombed Libya, leading to a record of 193 transmissions; or the resurgence of demonstrations in the Philippines in January 1987 which produced a day with 188 transmissions.

To satisfy the special needs of broadcasters, and especially their news departments, the TVSC deals with between 300 and 400 incoming messages from signatories every day—new orders, revisions and variations of existing orders, and service queries. The staff operates on a 24-hour basis and aims to be fully responsive to signatory and broadcaster needs, to be creative in problem-solving where there are apparently conflicting requirements.

It is not only news events which demand the skills and expertise of INTELSAT's TVSC staff. Big sporting occasions such as the Olympic Games and World Cup soccer tournaments require careful planning and coordination, as do major multi-satellite and multi-destination spectaculars like *Live Aid* and *Sport Aid*.

These events, and many more like them, will be familiar to European

### Peter Marshall

Deputy Director  
for Broadcast Services  
INTELSAT







**The INTELSAT Operations Center in Washington**

broadcasters. Some will be aware of the contribution which INTELSAT staff have made to the success of their transmissions—whether it is the Reykjavik summit, the Mexico earthquake, the daily news from Lebanon, or the Los Angeles Olympics. Others will be aware of the technical problems we have faced and solved together on some of the more complex and demanding occasions.

### **A long-standing working relationship**

Over the years, there can be no argument with the fact that the EBU and its members, with their multilateral and unilateral requirements, have been increasingly important and active users of the services provided by INTELSAT and its signatories.

The history of the EBU's use of international satellites goes back even earlier than the creation of INTELSAT! There are probably still people working for European broadcasters with their own memories of the historic first satellite transmission in July 1962.

This was soon after the launch of the Telstar satellite, which was orbiting the earth once every 157 minutes. It was 'visible' over the Atlantic Ocean for just 18 minutes on each orbit—that is 'visible' to the US earth station at Andover, Maine, the UK earth station at Goonhilly Downs,

and the French earth station at Pleumeur-Bodou.

Two special programmes were carefully planned for the evening of 23 July. As Telstar came over the horizon shortly after 20.00 hours CET, Richard Dimpleby of the BBC introduced the first programme from the United States to viewers in 18 European countries—sequences from New York, California, and Cape Canaveral, the Mormon Choir at Mount Rushmore, from the Rio Grande, and from the Canadian border.

About two and a half hours later, Telstar was above the Atlantic again, and European broadcasters combined in another 18-minute transmission showing American viewers scenes of industry in Germany, opera from Rome, the first editions of the next day's newspapers in Paris, the Ceremony of the Keys from the Tower of London, and another new invention, the hovercraft, in the English Channel.

So it all began. And when INTELSAT's first geostationary satellites came into service from 1965 onwards, first over the Atlantic and later over the Indian and Pacific Oceans, the possibilities for broadcaster uses increased. The EBU coordinated some memorable transmissions of successive space launches from Cape Canaveral, leading up to the Apollo moon landing. Many will recall successive US election specials, and

other major US news stories from the assassinations of John F. Kennedy, Robert Kennedy, and Martin Luther King, to relays of US network coverage from Vietnam.

For all this, and much more since, INTELSAT and its signatories have provided the transatlantic link; and as traffic grew and satellites became more sophisticated, tariffs were reduced to the point where transmission by satellite became an everyday tool of the television producer's trade, not just something reserved for special and momentous news stories.

### **Full-time leasing**

The 'occasional' TV service is only one of the ways in which INTELSAT capacity is available to broadcasters. Another is the international TV lease, and more and more broadcasters and broadcasting organizations are finding that their utilization of satellite communications has reached the stage where it suits them better to lease a full-time INTELSAT transponder, through their respective signatories, providing a dedicated transmission 'pipeline' across the ocean.

At the time of writing, the EBU is planning this important next stage in the development of its satellite activity and hopes to have a leased INTELSAT transatlantic transponder in operation by the end of 1987.

We also make transponders available for national communications under the Planned Domestic Service, which enables signatories to purchase or lease transponders to supplement their terrestrial facilities. Already several European countries—Italy, Germany, Norway, Portugal—have taken advantage of this scheme and some are using the capacity for television purposes.

INTELSAT's international services are also being utilized for communications within Europe, notably by the UK signatory, BTI, to provide distribution services for cable programmers. The potential in all parts of the growing and changing broadcast marketplace is considerable, and INTELSAT intends to ensure that the range of services it makes available to its signatories caters to the needs of the 1990s and beyond.

## New developments

The next generation of satellites, the INTELSAT VI series, due to be launched from 1990 onwards, will have even greater power and twice the capacity of the current INTELSAT V and VA series. And the launch delays which are currently being experienced have enabled us to ensure that the satellites under

construction are modified to meet the latest user requirements. For example, these satellites—and others now being planned to supplement and replace the current INTELSAT V/VA series—will provide more Ku-band capacity, to meet a growing broadcaster requirement for the use of smaller earth stations.

These higher-powered transponders, used with zone or spot beams, are already providing a range of new possibilities for broadcasters in many parts of the world. Perhaps the most important development is the use of transportable uplinks to provide coverage direct from the location of an event. After several experimental forays, these uplinks were first used with conspicuous success from the first Reagan-Gorbachev summit meeting in Geneva in 1985. Then, soon afterwards, they came into effective use from Mexico during the aftermath of the earthquake—when other communications systems were non-existent anyway; and then again from the Philippines during the elections in 1986.

On each of these occasions, the signals were uplinked to the INTELSAT space segment, and downlinked via authorized national earth station gateways to the receiving broadcasting organizations.

Then came the Reagan-Gorbachev meeting in Reykjavik during 1986

when, with only a few days' notice, INTELSAT cooperated with the Icelandic PTT and broadcasters from the USA, Europe, and the Soviet Union to provide the required transmission facilities for news coverage. In the end, no fewer than 11 transportable uplinks were flown in and installed to ensure that the world received instant coverage of the event—again via INTELSAT.

On other news stories in recent months the signal has been transmitted from a European location to the satellite, and down to an earth station on the broadcaster's own premises in the USA. The development of satellite receiver technology, together with the use of higher-powered satellites and the relaxation of national regulations, in many countries, will enable more and more broadcasters to move towards the era of direct satellite newsgathering on an international basis—just as US broadcasters have done domestically in recent years.

In parallel with this development for the benefit of traditional broadcasters, the same technology is also enabling the growth of programme distribution to cable operators in Europe, as in the USA. Again, INTELSAT space capacity is being used not only for pan-European distribution, but also for transatlantic distribution, to rooftop dishes on hotels and cable head-ends.

The next phase, which seems certain to arrive in Europe in the next few years, is DBS—direct-to-home satellite broadcasting—which will bring a wider range of television programmes to domestic viewers at a cost comparable to the purchase or rental of a home video player. The role of INTELSAT in this area during the 1990s remains to be determined.

What is certain is that back in our Washington headquarters, the research and development work is continuing in this ever-changing and evolving technology, to ensure that INTELSAT is ready to serve the needs of broadcasters as effectively in the competitive future as it has done in the past. ■

**INTELSAT has built its new headquarters northwest of Washington. Sixty different nationalities are represented on its staff of 640 people. At present the organization numbers 112 signatories**





# Regional newsgathering on a continental scale

**S**INCE AMERICAN television stations began local news coverage in the 1950s they have sought stories and story elements from outside their markets to supplement their own coverage. At first stations needed material to fill their newscasts and most would accept virtually anything they did not have to produce themselves. It is very different today. The appetite for material from outside a station's home market is substantial. But stations now insist that this material be relevant to their communities and timely. Frequently they want live coverage.

Stations now demand that news services to which they subscribe be competitive.

CBS News has implemented a system of Regional News Cooperatives to address these demands and position CBS News and our affiliates for the increasing importance of satellite technology in newsgathering.

## Network news services

All three American network news divisions had offered so-called 'syndicated news services' since the early 1960s when supplementary stories were air-expressed to affiliates on film. As videotape machines became available at affiliates, CBS began feeding, via the network's one-way terrestrial microwave distribution system, the stories it had been shipping.

By 1983 the news feed at CBS consisted of a half-hour weekdays at 17.00 hours Eastern Time (frequently extended to accommodate unilaterals consisting of archival video or station packages from Washington), 15 minutes at 19.30 immediately following the CBS Evening News, and about 15 minutes at 23.01. All of these feeds



**John Frazee**  
CBS News \*

were distributed on the primary CBS television network signal at times when there was no entertainment programming.

Because of the limited time available on the network, the editorial orientation of this service was general and limited. A typical day's feeds might include 25 stories. It was seldom possible within the network news service system to provide the diversity of elements—including regional coverage—stations increasingly demanded as the competitiveness of their own markets intensified.

It was impractical for most stations to develop, on their own, reliable systems for getting stories from all of the places outside their markets where

they might one day need coverage. So for the most part assignment editors waited for a story to happen and then scrambled to find a station at the distant point that was willing to help.

In addition to the problem of finding a station in another town willing to cover his story, the assignment editor had to figure out a way to get the video back quickly. Transmitting the video on the terrestrial microwave system used by the networks to distribute their signals was prohibitively expensive and impossible to arrange quickly. Until recently there were few satellite uplinks that could be used to transmit a story—assuming the station had a downlink with which to receive it. Because there were so few transmission choices, and since they were so troublesome to arrange, most stations shipped—via airline or bus—the video they had obtained from the distant station. And many times a harried assignment editor decided the distant element just wasn't worth the trouble.

A number of factors converged in 1984 to begin a radical change in the way CBS News and its affiliates cooperated in covering news, creating the first regional news system.

**1** Local stations recognized that the most controllable element of a network affiliate's image in its market was its local news. Local news was also the biggest single revenue source that a station's on-site management could affect. These conclusions encouraged stations to invest in improving their newscasts.

**2** Satellite uplinks were installed in a growing number of places, increasing from a handful of tightly controlled Western Union uplinks in the mid-1970s to more than 1,000 available

\* The CBS Television Network includes affiliates in 200 US markets. Four of the stations are owned by CBS. The other affiliates are independently owned and managed.

CBS News is a Division of the CBS Broadcast Group which also includes the Television Network, the CBS Radio Division, the Owned Television Stations Division, CBS Entertainment, and CBS Sports.

## briefly...

■ The Bouygues group, one of the largest public works companies in the world, was selected on 4 April to take over the French channel TF1 by the National Commission for Communications and Media Freedom. There was one other candidate - the Hachette group. The new owner will hold half the capital as operator. Those associated in the venture are: Bouygues (25%), Maxwell UK (10%), GMF-FNAC (3%), Société Générale (2%), Editions mondiales (2%), Maxwell Media France (2%), the Tapie group (1.66%), the Worms group (1.5%), Indosuez (1.16%), Crédit Lyonnais (1.085%), SODETE (.08%), François Dalle (.015%), Presse et Edition (.5%). The remainder of the share capital will be split between the staff of TF1 (10%) and the general public (40%). The Bouygues group has entered into a number of commitments: 1,075 hours of news transmissions in 1989; 358 hours of original television production, including 260 hours of drama; FF120m set aside for film production; a maximum of 170 films broadcast a year; 5 music videos to be financed, including 50% of French material; 90 hours of cultural programming a year; an average of eight minutes' advertising an hour, with a maximum of 12 minutes.

■ BBC 648, an international multilingual radio service, was launched on 9 May. The service is available across Europe, including most of the UK, and schedules travel information, sports news, drama, music, and science programmes, with two and a half hours in German, one and three quarters hours in French, and a daily half-hour English language-teaching programme. The BBC hopes the new service will attract a 24-hour audience.

■ The international satellite television channel 3SAT (a German-language service provided by the ZDF, the ORF, and the SSR) transmitted a total of 2,336 hours of programming in 1986. Culture accounted for the largest single share with 42.3%, followed by news and sport with 31.8% and light entertainment and films with 25.9%.

uplinks today, owned by every manner of investor. This proliferation caused the price of an uplink to drop from US\$250 per half-hour a few years ago to the US\$60—and less—per half-hour we pay today.

3 A large number of communications satellites were launched, creating an abundance of transponders. A few years ago transponder space could cost US\$750 per hour. Today it's not uncommon to spend merely US\$150.

4 Communications systems, such as electronic mail, were developed, allowing our small offices to do work that would have required more people a few years earlier.

5 Competitors emerged offering supplementary news services to stations, assuming a traditional network role. These services also, in the networks' minds, threatened to disrupt the network/affiliate relationship.

## Regional News Cooperatives

Our stations in the southwestern US were the first to organize a Regional News Cooperative with CBS News. After a series of meetings with representatives of the 28 affiliates from Texas, Louisiana, New Mexico, Arkansas, and Oklahoma, it was decided that the CBS News Southwest Regional Cooperative would have its office at KENS-TV, the CBS affiliate in San Antonio and the owner of a C-band satellite uplink. CBS News arranged for a microwave receive loop to terminate at KENS-TV permitting the regional office to accept feeds from Dallas, Houston, and a number of other points on a terrestrial microwave network that existed in Texas. It was also possible to receive C-band satellite feeds at KENS-TV.

It was also agreed that CBS News would operate the service on behalf of the affiliates and that the two coordinators charged with operating the service day-to-day would be CBS News employees to prevent accusa-

tions of favouritism toward any single station. However, the coordinators were to devote all their efforts to the regional cooperative and not split their efforts among the region and some other effort at CBS News. The costs of the service were to be divided among the subscribing stations (24 of the 28 stations in the region chose to join) on the basis of market size.

The CBS News Southwest Regional Cooperative began in May 1984. We had hired two coordinators from stations in the region who were familiar with the editorial interests of stations in the area, the competitive pressure of local television, and the logistic considerations applicable to the five states comprising the region.

From the first day the Southwest Cooperative was a success. From the start it has averaged 25 stories each day. Stations who had long complained about network insensitivity to their problems changed their attitude as CBS News participated with the stations in the southwest region. And CBS News gained depth of coverage. Stories that were of marginal interest to the network and had been too time-consuming to bring in to a bureau on speculation were now routinely delivered to the Dallas Bureau and—since the feed was delivered by satellite—to headquarters in New York. Each day a wealth of material was made available for reuse in broadcasts or in national feeds.

As word of the CBS News Southwest Regional Cooperative's success spread, interest developed among affiliates in other parts of the United States for a regional service customized to their needs.

Just as the Southwest had a homogeneity of editorial interest (energy, agriculture, politics, and geography), we found that other regions had similar unique interests. As we rolled out the six regions we held meetings with the affiliates in each to determine which parts of the Southwest model we could repeat and which were inappropriate. We looked at the logistics in each region, determining where there were feedpoints and airports; we determined the kinds



of story that were most interesting to stations in each group. And we determined how stations in each region ranked the importance of the newscasts aired each day. (In the Southwest, 22.00 hours Central Time broadcasts are the most important, so there is great emphasis on our feed providing fresh video for these late broadcasts. The late feed in the Southwest is hence at 21.15, even though this creates last-minute editing pressure for the stations. In the West, early shows are most important so the concentration is on those broadcasts. Stations there are not interested in a lot of material for their late shows except for breaking news.)

After a two-year process we had established six regions. Typically a regional hub has two coordinators hired from television stations within the region, videotape equipment necessary to record and play back feeds, telephones, and a personal computer for communications with the stations and other CBS News offices via electronic mail. In all cases we have extensive commitments to uplink operators and terrestrial microwave companies providing us with varying levels of access to transmission systems, based on our estimate of how often the feedpoints will be needed.

In some places we have set up sub-regional offices staffed with a single coordinator and a reduced equipment complement, but with the same transmission capability. Two of these offices are in our western region (one in Sacramento, the other in Seattle) where they extend the reach of our main western hub located in Salt Lake City. These two one-person offices let us stay in contact with stations at the outer edges of a large region. There is also a benefit to having editorial personnel widely dispersed, as we can with small offices, so they can see stories beginning to develop.

Affiliates choose whether to join our regional cooperatives or not. Typically a station can expect to pay about the cost of a correspondent in the station's market for our service. About 80% of our stations have

chosen to join the regional cooperatives. More stations have indicated they will join.

## Critical factors

The relationships among our affiliates and our 16 regional coordinators located around the country are a critical, unique part of our system that enables CBS News Services to feed more than 150 stories every day compared with our competitors who are feeding a fourth as many.

The reason for the quality of these relationships is that we have hand-picked all our coordinators. Virtually all of them come from local stations rather than the network. They all understand the competitive pressure of local television, the kinds of story that local stations want. They know what is important to the stations in a given region and what is not.

Another critical element is our use of satellite systems. We early on realized that CBS News Services would have to manage its own transmissions if we were to cost-effectively pack our feeds with as many stories

as possible. Our satellite coordinators permit us to have multiple simultaneous feeds so stations can get the material they want from their region quickly—not having to wait a long period of time for another region to complete its feed.

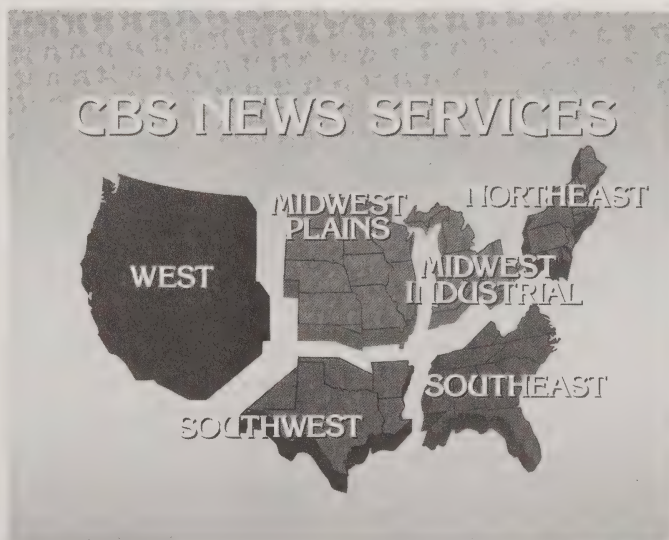
The efficiency of CBS News's Regional Cooperatives pays off for affiliates and for CBS News. As it captures a huge volume of news every day all the participants, CBS News Services and affiliates, rehearse so that in a news emergency even the smallest station knows how to provide coverage painlessly to another station or the entire network. It has enabled us to air stories minutes after they happen, far ahead of our competition.

## CBS News Newsnet

CBS News Services is now in the process of setting up CBS News Newsnet, a Ku-band mobile satellite news system that will link affiliate and CBS-owned satellite transmission vehicles and fixed uplinks in an integrated news system.

Under the CBS News Newsnet sys-

*For the purpose of local news coverage, CBS News has divided the United States into six 'regions', each with its own Regional News Cooperative*



■ A survey commissioned by the Luxembourg-based Astra satellite entity says that some **46 million or 40% of western European homes** will be able to receive **cable and/or satellite programming** by 1996. About half of the total will be able to receive programmes via cable systems, some ten million will use SMATV systems, and nearly 13 million will be able to receive DBS.

■ The **American networks ABC and CBS** have closed their **news bureaux in Bonn** for cost-cutting purposes. CBS is maintaining a cameraman and a soundman in Bonn, but ABC, like NBC before it, is grouping its personnel at Frankfurt airport, from where they can be easily moved to other locations.

■ The **licence fee increases** asked for by the PTT Minister in **Italy** reflect a trend to close the gap between the charges for colour and for monochrome television, with the former being raised by some 8% and the latter by nearly a third. At the same time, the ceiling on revenue from advertising and sponsorship has been raised by 50,000m lire to 718,400m lire.

■ **Advertising revenue** of the German broadcasting organizations in the **ARD consortium** totalled DM1,391m in 1986, an increase of 5.2% over the previous year. The figure for television was DM884.3m, that for radio DM506.8m.

■ **Interactive television games** have been launched in the US, whereby children can intervene directly in the action of specially produced television series and also have their toys (at the moment, toy weapons) activated from the set. The player can 'shoot' at and 'hit' characters on the screen, and the latter can also shoot back, when the special programme is being broadcast.

tem, CBS will reimburse affiliates buying satellite news vehicles for half the cost of the truck, up to a total reimbursement of \$150,000 per station. We will also provide stations with a communications system that allows a satellite news vehicle to make telephone calls (for coordination of feeds) from anywhere in the continental United States. This system operates on the satellite but is independent of video. Most important, we will operate a coordination centre designed to facilitate satellite news transmissions.

This coordination centre is equipped with video and audio monitoring equipment, communications equipment, and a computer system for scheduling feeds, accounting, and database applications. We also have a system for transmitting messages to and from the satellite news vehicle. This permits a script to be written in the vehicle and sent back to the station. Conversely, the station can send messages to our system where they will be stored until the truck accesses the satellite and retrieves the message.

CBS News Newsnet has also reached a long-term agreement with

GTE Spacenet to provide access to appropriate Ku-band satellite transponders. Under this agreement CBS Newsnet members are guaranteed transponder space for communications and for video transmissions. We provide this space segment to our affiliates in minimum five-minute increments. As of this writing the transponder is priced at US\$11.75 per minute.

At every level, whether as a reporter, assignment editor, producer, or network anchor, people deal most willingly with those they trust. Television news organizations are the same. Our affiliates work with our regional coordinators because the coordinators are there, every day, working for the affiliate. This daily interaction produces a reliance so that stations are willing to inconvenience themselves when asked because they know the favour will be repaid.

The combination of our highly skilled, motivated, carefully selected people and inexpensive satellite transmission systems is what makes our regional cooperatives work. It has formed a model that we will exploit as we plan our future newsgathering efforts. ■

## Master schedule of regional feeds (all times Eastern)

### All feeds on Telstar 302: see below for transponder

|             | <u>10-V</u>                      | <u>9-V</u> | <u>5-V</u> |
|-------------|----------------------------------|------------|------------|
| 11.00-11.30 |                                  |            | National   |
| 16.30-17.00 | Southeast                        | Northeast  |            |
| 17.00-17.30 | Southeast                        | Mideast    |            |
| 17.30-18.00 | Southeast                        | Midwest    |            |
| 18.45-20.00 | West                             |            |            |
| 21.45-21.55 | Southeast                        |            |            |
| 21.55-22.05 | Mideast                          |            |            |
| 22.05-22.15 | Southwest                        |            |            |
| 22.15-22.25 | Midwest                          |            |            |
| 22.25-22.30 | National                         |            |            |
| 22.30-22.45 | National sports                  |            |            |
| 22.45-22.55 | Northeast                        |            |            |
| 22.55-23.15 | Regional update window as needed |            |            |
| 23.15-23.45 | West                             |            |            |
| 01.45-02.00 | West update window as needed     |            |            |



# Covering the US for a small European broadcasting organization



Photo DR

## Steffen Gram

United States Television  
Correspondent

Danmarks Radio

**I**T WAS JUNE 1983. I had arrived a couple of weeks earlier from Denmark with my wife and two small children and I was still trying to overcome my anxiety about taking up my first foreign correspondent's posting. And there I was, queueing for my turn to interview Vice-President George Bush.

The session had been set up by the United States Information Agency. There was all the tension you might expect when the Vice-President is giving five minutes—no more, no less—to a number of foreign correspondents whose countries happen to be on his travel schedule.

Spotting the newcomer, Brian Barron of the BBC politely asked me how long I had been in town, where I did my editing, and where I did my feeds. Well—I had been here two weeks; I had not edited anything; I had not fed anything. I was just getting to know the people in the business.

'Drop by at PVS,' Brian said, 'and I'll introduce you.' I did, and doors to four good years in Washington as a correspondent in Washington for the comparatively small Danish television organization were opened for me.

In 1983, Danmarks Radio (DR), the Danish national broadcasting organization, decided to follow the pattern being laid down by the other broadcasters, i.e. to move correspondents from New York to Washington, D.C. We closed our Times Square office and I moved in with our radio man in Washington. It was a cost-sav-

ing decision which at the same time increased the effectiveness of the office, since the two correspondents could provide backup for each other. Each was experienced in both radio and television production, this being an important factor for a small organization with limited resources.

The next point to be decided was how to cover the United States. One possibility was to stick to hard news from political Washington, concentrating on developments in the White House, State Department, and Capitol Hill, reporting on the decision-making, and feeding the items several times a week. That would bring the news of the important decisions made in Washington to Copenhagen very quickly, but it would also tie up our resources and would mean spending an awful amount of money on satellite feeds.

Another possibility was to cover the most important news via satellite and less important news by a combination of EBU material (from EVN-0 and EVN-1) and voice reports summing up the essence of a development or putting it in some perspective to the story, and to channel our resources into features explaining how and why, and the possible consequences.

Since we had neither the money nor the staff to do both, we settled for the second option, which has meant that the last four years have been filled with a lot of travelling in the US and Central America (also covered from Washington) with my Danish freelance crew, who have

## briefly...

■ Fourteen companies have banded together in France to set up the *Compagnie européenne de droits* (European Rights Company). The initial impetus came from the *Compagnie financière de Suez* and the MK2 film group. The new company will acquire catalogues of audiovisual rights which will then be offered to television channels. It will also participate in coproductions.

■ According to a survey commissioned by the SSR on the number of *teletext-equipped sets* in Switzerland, the medium had a potential audience of 651,000 users at the end of 1986.

■ The British press magnate **Robert Maxwell**, who has the second-largest shareholding in TF1 after Francis Bouygues, announced at MIP-TV that in August he would launch a *satellite music channel* broadcasting rock and pop non-stop round the clock. The studios will be in London and Paris. The channel is intended to compete with Rupert Murdoch's Sky Channel which is at present receivable by ten million homes in Europe but is not making money.

■ Two UK Independent Television companies began *regular late-night broadcasting* in April. Central Independent Television, offering films, documentaries, and dramas, now runs until 03.00 hours during the week and until 04.00 hours on Friday and Saturday nights. Yorkshire Television is scheduling films until 03.00 hours on Thursday, Friday, and Saturday nights.

■ A commercial television channel is to begin broadcasting this autumn in the French-speaking part of **Belgium**, following the introduction of legislation making it possible last winter. The channel, *Tv1*, is owned by Radio-Télé-Luxembourg and a group of French-language Belgian newspaper publishers. Authorities for *Tv1* have announced that one-third of programming will be in-house, and daily broadcasts will include 90 minutes of news and a current affairs programme.

lived and worked in the States for the last eight years.

However, taking this second option did leave a great gap in the coverage which necessitated getting hold of the requisite footage from Capitol Hill, the State Department, or the White House, and from interviews with politicians—material that can be pretty difficult to get one's hands on fast enough in emergency situations, as when it is necessary to supplement interviews with farmers in Iowa with a reflection of the political reality of Washington. This makes for vulnerability and turns cooperation with other foreign correspondents into a very necessary lifeline.

Working at Professional Video Services since I first came has convinced me that it would have been difficult, not to say impossible, for our small outfit to operate independently and maintain the standard we want.

Besides the fact that PVS works like a charm in respect of my needs, the cooperation and generosity of my fellow-correspondent users has proved its value. The editing rooms at PVS are a kind of clearing house for ideas and footage, a forum for debate and discussion that often ends in joint ventures and the sharing of the financial burdens by the smaller outfits. The generosity of the BBC staff is legendary amongst all those working in and out of PVS.

It is easy to be a correspondent in the US: easy in the sense that the flow of information is so constant and heavy that one gets a lot of the ideas, a lot of the information, free of charge. Yet at the same time it is hard work, because the more the people back home get, the more they want, it seems.

I am lucky in that I have a number of outlets for my stories. The items for our daily news broadcasts usually run between three and four minutes, those for the Sunday news programme between eight and ten minutes. And then there are the 45-minute documentaries and, to cap it all, the three-and-a-half-hour special on US election night every four years.

All these outlets demand a high

level of productivity and, in fact, with careful financial planning we can usually maintain a steady level of output throughout the year. This means between 80 and 100 production days with the crew a year, producing between seven and nine hours of television a year and travelling 30% of the time.

We have always striven to set forth the underlying reasons instead of just reporting the facts.

We find it important to explain the situation of the farmers in the Midwest, partly because they have a role in the growing tension between the USA and the Common Market, and partly because the American family farmer's lot is very similar to that of the small Danish farmer. Or, in another sphere, we will produce a ten-minute piece on the decline of the American steel industry in the Pittsburgh area and follow it up with another on US hi-tech.

This approach to covering the United States has been highly satisfactory, but it may change with the setting up of an EBU link from Washington to Europe on a cheaper basis unless a clear-cut policy is adopted since it is all too easy to focus coverage on a few interviews, a statement, and some footage from the networks, all produced here in Washington. But that sort of coverage, unless followed up by in-depth features, will narrow the picture to a highly distorted view from Washington; it will not reflect the constantly shifting patterns of American society. And the smaller broadcasting organizations in Europe will never have the capacity to cover both aspects—the day-to-day developments in Washington and the necessary features explaining why.

Four years have passed since I queued for my turn to interview George Bush, four years with a wealth of wonderful experience. And those four years have borne out my basic belief that greater cooperation between the smaller European offices in town will make our coverage better, cheaper, and—most important—more fun. ■



**C**ANADA IS THE largest country in the western hemisphere and the second largest in the world, with a recorded area of close on 10,000,000 km<sup>2</sup>. There are over 25 million of us living in ten provinces and two territories spanning over 7,000 km from the Atlantic Ocean on the east coast to the Pacific Ocean on the west coast. Our challenge is keeping people living in six different time zones of the country well informed. High-profile information programmes such as *The National*, *The*



## CBC Television National News— the newsgathering process

*Journal* and *Midday* have undertaken that challenge with success. *The National* and *The Journal* reach over two million viewers nightly.

The Canadian Broadcasting Corporation's television network reaches

99.2% of the population via owned and affiliated stations. The mosaic of those living in the most remote parts of the country must be reflected in our information programmes. Viewers expect and rely on us to be there when news happens. The broadcast communications satellite is making this possible.

I would be remiss if I wrote this article without giving Telesat Canada credit for being the world's first operator of a domestic geosynchronous satellite telecommunications system, with the launching of Anik A1 in November of 1972. Unlike the CBC, Telesat Canada is not a Crown Corporation, but a commercial shareholder-owned company. The Government of Canada has a major interest but does not hold the majority of the shares.

The broadcast communications satellite has been the nucleus of our newsgathering network since 1972. To put it lightly, it has revolutionized our television news and information programmes by making the impossible a reality. Permit me to digress to the pre-satellite years. Prior to 1972

newsgathering was achieved through an extensive microwave network having interconnect points in various centres across Canada. A news report transmitted from Vancouver in the province of British Columbia would have to be routed via Edmonton and Calgary in Alberta, Regina and Saskatoon in Saskatchewan, and Winnipeg in Manitoba, to eventually reach Toronto in Ontario. Likewise, a feed from St John's in the province of Newfoundland would have to be routed through a number of interconnecting points before finally reaching the CBC broadcast centre in Toronto. The process was time-consuming and not always reliable. As the transmit point changed from one feed to the other, it was not uncommon to have to wait up to 30 minutes for a switch to occur between each transmission. With the advent of satellite communications the sky truly became the limit!

The CBC at present leases a total of nine transponders on Anik D1 (C-band/104.5 degrees west) from Telesat Canada. Of the nine, three are used by the English and French networks for newsgathering and other

### Gaston Charpentier

Producer — Resources Unit

CBC-TV National News



occasional transmissions. Network control centres located in Toronto (English network) and Montreal (French network) operate the cue and control systems of the various satellite transmitters and receivers located at major CBC centres across Canada. Let's take, for example, news items being required from Vancouver and St John's to our news centre in Toronto. From the network control centre in Toronto the Vancouver satellite transmitter will be switched on, and once the item has been received it will be switched off. St John's is then next in line to transmit. These functions can be executed manually within seconds or preprogrammed by computer with 'on and off' times. Co-ordination between the satellite desks of the English network newsroom in Toronto and the French network newsroom in Montreal is important. Conflicts may arise because most locations have only one satellite transmitter to serve all programme areas. Peak newsgathering times can pose a problem. The satellite desk personnel takes on an ambassadorial role at that point. Through diplomacy, negotiation, and goodwill it's often possible to reach an agreement to share the 'window' when such a problem arises. When negotiations fail special facilities must be purchased, at major expense, from a common carrier.

Satellite newsgathering would be a simple task if all our traffic was on Anik D1. That is not the case. The CBC National Television News Service has TV correspondents based in Washington, Moscow, London, Paris, Jerusalem, and Beijing. Newsgathering takes on an international scope. The problems tend to multiply, but the challenge becomes greater for our satellite desk. In addition, the CBC has mutual agreements with three American television networks for the exchange of news material. For reasons of economy and efficiency, the major AMNETS transmit their network programmes and newsfeeds by satellite. Our news service requires continuous and immediate access to NBC on Satcom K-2, CBS on Telstar 301 and Telstar 302, and

CNN on Galaxy 1. We are at present using two non-steerable antennae located on the roof of the CBC television building in downtown Toronto. An Andrew five-metre Ku-band dish is fixed on K-2. Our second is a Simul-sat C-band multi-beam antenna. This antenna is used to downlink newsfeeds on Telstar 301 and 302, Westar 4, Westar 5, and Galaxy 1, and it also acts as an overflow for signals on Anik D1. The multi-beam has advantages but also major limitations. If space is limited this dish can track several satellites simultaneously. How well it does it is at present a point of contention. Reception has been reliable on some satellites and transponders but not on others. For example, reception on transponder '1' on satellite 'X' could be good today and unusable the next day. Reliability is a problem. Terrestrial interference when using a multi-beam seems to present a greater challenge, possibly due to the expanse of the orbital arc we expect it to cover. The rooftop installation is only part of our satellite-receiving facility. Allan Park, roughly 200 km from Toronto, is Telesat Canada's Satellite Network Operations Centre. Many of our occasional transmissions are downlinked at Allan Park and retransmitted via microwave to the CBC broadcast centre in Toronto. This earth station also serves as the uplink site for CBC programmes.

Reporters, writers, editors, and crews make up the CBC Television News Service. With newsrooms established from east to west and in Canada's north, the daily coverage of events can be routine in nature, but can also turn into logistical nightmares. On 12 December 1985 an Arrow Air DC-8 crashed shortly after take-off at Gander in the province of Newfoundland. The charter was carrying 250 American soldiers back home for Christmas after a tour of duty in the Middle East. There were no survivors. It was the worst plane crash in Canadian history. Our assignment and satellite desks quickly mobilized resources. A CBC freelance film cameraman was the first on

the scene to turn out television pictures of the burning inferno. Reporters and ENG crews from St John's, Ottawa, and Toronto were dispatched. The closest satellite feed-point was a 30-minute jet ride away. Satellite uplink facilities were needed on site to meet our coverage needs, as well as those of other Canadian news organizations, and of the major American networks and some of their affiliates. The Telesat Canada uplink van is transportable but not portable. The assistance of the Canadian military was sought. A Hercules cargo aircraft was chartered from Ottawa to Gander at a cost of CAN\$36,000. The van barely fitted in the aircraft and major delays were encountered loading it. In the meantime, a charter was going back and forth from Gander to St John's where news reports were being fed by satellite to our network news headquarters in Toronto. The transportable finally arrived later in the evening just in time to assist ABC in its origination of ABC News Nightline. It is to my chagrin that Telesat Canada, once a key player in broadcast satellite communications and technology, has unfortunately taken the back seat in some areas. The portable video uplink technology consisting of fewer than ten cases has been with British and American manufacturers for some time. The major American network news organizations need them and use them. They have been proven in the field. The manufacturers are there. Hubbard Communications with its Hubcom, Marconi with its Newshawk, and Midwest Communications with its S-1 Flyaway. There are several other suppliers marketing units. Telesat Canada with its expertise should have been seeking and developing that market. It has unfortunately taken a 'wait and see' attitude. We have now asked our own engineers to study the feasibility of developing a portable uplink that would meet our news requirements and specifications. We hope that some day soon our television news crews will be able to travel within Canada and abroad with their own



portable video uplink. Any serious news organization strives to maintain the highest in journalism standards. In order to compete in this electronic age that organization must be in constant touch with the reality of new technologies.

The commercial teleport concept is in its infancy in Canada. What about Allan Park? That facility was established primarily to work with the Anik series of satellites. It was not initially designed as a commercial teleport but as a ground station where signals would be transmitted to and received from the Aniks. In addition, it serves as a 'tracking, telemetry, and command station'. We've encountered limitations in trying to use it as a teleport. In fairness I must qualify what is meant by limitations. On 2 January of this year, we joined a CBS News pool feed from San Juan, Puerto Rico. The story was the Dupont Plaza Hotel fire that took 95 lives. CBS was making the feed available on Telstar 301, 12H, with a 5.8 MHz audio subcarrier. Allan Park could only deliver 6.2 or 6.8 MHz, but not the required 5.8 MHz. We lost the feed. This example is not an isolated disappointment. We joined a later pool feed which we brought in by landline from New York.

Telesat Canada is in the process of building new teleports in Montreal in the province of Quebec and also in Toronto. The teleport can only be as efficient as the facilities it offers and the personnel the teleport operator employs. Television news requirements must be met by a staff that is flexible and attentive to detail and understands the meaning of satellite windows and broadcast deadlines. The equipment bought by the company must be versatile and compatible with the various types of satellites and it should avail itself of the latest computerized technology for the tracking, downlinking, and uplinking of signals. Bill Hynes of *World Communications*, in the newsletter of spring 1986, best summarizes the definition of a teleport: 'A teleport is generally defined as a site offering protected frequency environment for



the location of multiple earth stations which may take advantage of user aggregation through the sharing of common communications facilities.'

Telesat Canada's Montreal teleport is a joint venture with private enterprise. In addition to having uplink and downlink capabilities, the centre

will offer clients full production facilities. It is located within sight of the Maison de Radio-Canada in Montreal, the main production centre of the French radio and television networks of the CBC. Nine dishes will be directed at a number of satellites including Anik C2, C3, D1, and D2, along with Anik C1 which is at present in storage orbit. The site has the major advantage of being able to track all North American satellites. A steerable 7.3-metre dish has been assigned that function. Fibre optics will link the teleport to the adjacent broadcast centre. The French network is at present satellited from Rivière Rouge, approximately 100 km from Montreal. When work at the teleport is completed, the French network signals will travel just a few blocks before being sent on their 36,000 km journey to Anik D1.

A CBC Toronto Satellite Users' Group was formed several months ago to discuss and analyse our present and future requirements. The Telesat Toronto teleport would essentially transfer the CBC network transmission and reception functions performed at Allan Park. Television news, current affairs, and sports representatives quickly voiced their fear that the simple transfer of network transmission and reception facilities

would not meet our individual programme requirements. Several options have been studied, but negotiations are continuing. The teleport operator's challenge is to be able to serve multi-users, having different requirements but working to the same deadlines.

Teleglobe Canada is the INTELSAT signatory in this country. It operates earth stations on the east and west coasts. Mill Village located in the eastern province of Nova Scotia works with Primary and Major Path 2 satellites over the Atlantic. Once the international signal arrives at Mill Village it's onpassed to the CBC where it is uplinked to an Anik D1 transponder for domestic reception. A second earth station also working the Atlantic is Des Laurentides in the province of Quebec. That station primarily works with Major Path 1. There is no domestic satellite uplink at Des Laurentides. The signal received would be transmitted by microwave to Montreal and uplinked there to Anik D1. To the west of the Rockies is Lake Cowichan in British Columbia, the earth station that works with the Pacific Ocean Primary satellite. From there the signal is onpassed to the CBC for retransmission on Anik D1. At the time of writing, the latest situation was that the Minis-

ter of State for Privatization had announced, on 11 February of this year, that a letter of intent had been signed to sell Teleglobe Canada to Memotec Data Incorporated of Montreal.

The technology of the 1980s has challenged those of us who work in television news. News has no borders. For that purpose satellite signals carrying news should not be prevented or delayed from reaching their destinations. Satellite newsgathering is portable. Crews can be deployed at very short notice. Modern jet travel makes that possible. INTELSAT, in conjunction with governments and telecommunications administrations, could and should assist *bona fide* news agencies to get quick approval to set up portable satellite ground stations when and where news breaks. Regulations governing transoceanic and transborder signals should be more flexible to meet the needs of news organizations, which continuously work against the clock, to meet broadcast deadlines. These ideas have not gained universal acceptance, but neither has freedom of information in some countries. The two may be inseparable as freedom of information becomes the key issue. Satellite newsgathering should ease the task of bringing nations closer together by informing people. ■

### EBU Review (Brussels edition)

In the Brussels edition of the EBU Review No 222 (Technical) you will find the following articles:

'Theoretical and subjective comparison of flicker-reduction methods', by C. Hentschel (Braunschweig Technical University);

'BBC Datacast', by J. P. Chambers (BBC);

'RADET—a new tool for news-gathering', by J. Ramasastry, G. Knights, S. Yusem, S. Hilaris (CBS), and B. Miller (Marconi Space Communications Systems Ltd.);

#### news of developments in the international arena:

Arabsat, CCITT, Canada, Ireland, Italy, Portugal, the United Kingdom, and the Vatican State;

#### and the following regular features:

a calendar of international technical meetings in 1987;

an analysis of the most important modifications to the spectrum of the sound and television bands occurring up to 1 March 1987;

abstracts of articles published in technical reviews and likely to be of interest to broadcasters;

reports on EBU meetings: Bureau of the Technical Committee, Working Parties G, R, T, and V.



**D**EREGULATION AND competition: during the past decade, even before the arrival in 1981 of the Reagan Administration's free market champions, these two concepts have formed the touchstone of the regulatory philosophy of the Federal Communications Commission ('FCC' or 'Commission') in its oversight of the electronic mass media, particularly with regard to commercial television. In pursuit of its new regulatory philosophy, the FCC has dramatically altered the nature of the broadcasting business. My intent is to highlight some of the more significant milestones along this regulatory path and to point out some of the immediate and long-term benefits of deregulation.

### The broadcaster's protected status

In 1927 the United States Congress established the Federal Radio Commission. It charged that agency with the responsibility of regulating the then-emerging radio broadcasting industry and, in doing so, to ensure that broadcast licensees 'serve the public interest, convenience or necessity'. Seven years later, in the Communications Act of 1934, Congress reorganized that agency into the FCC and reaffirmed its statutory 'public interest' mandate. Armed with that charge, the FCC and its predecessor agency established over the course of some 50 years a regulatory structure for the broadcast industry that set it apart from the newspaper, film, and other information media industries in the United States, as well as from most other broadcast systems in the world.

Unlike the other information media in the United States, broadcasting would be regulated directly as to its competitive structure—particularly entry—and indirectly as to its content. Unlike most other broadcast systems in the world, a relatively large number of outlets would be privately owned at the local level, by a rela-

tively large number of enterprises, and supported by advertising revenues. A place would be found for national networks, but these too would be privately owned and competitive. Therefore, broadcasting in the United States began with a degree of 'deregulation' that some nations are just now approaching, while, when compared with other information sector industries in the United States, broadcasters were highly regulated.

In addition to direct FCC regulation, the limited licence term of three years (now five years for television and seven for radio) was to provide a 'competitive spur' for broadcasters to perform in the public interest. In theory, if broadcasters did not so perform, another company could apply for and win the licence from the incumbent at the end of the licence term. In fact, in 50 years of regulation only 11 commercial television stations failed to have their licences renewed.

Despite the theory, in practice broadcasters were told, in essence, that they would be granted the use

of frequencies free of charge and protected from all but the most minimal competition. Each broadcaster would be accorded at least the status of an oligopolist, if not a monopolist, in whatever community he was licensed to serve.

There was, however, a *quid pro quo*. In return for this protected status—which all but guaranteed the licensee's financial success—upon each broadcaster there was imposed an obligation to serve the public interest as a 'public trustee' for society's general welfare. Rather than maximize profits at the expense of all other things, the broadcaster was required to provide some measure of programming that furthered basic democratic values and advanced general societal goals, regardless of the financial return from the programmes.

Among the 'public trustee's' requirements was a requirement that each broadcaster contribute to the national debate on the issues of the day—by providing news, public affairs and other types of programming

## The winds of deregulation

**Robert Ross**

Vice President/Managing Director

CNN International Sales Ltd

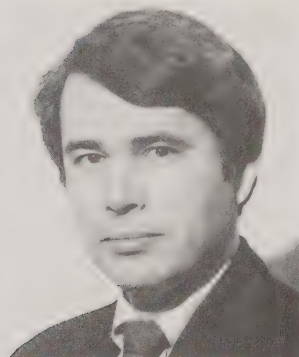


Photo Ankers Capitol

designed to ensure an informed electorate. This requirement created an acute tension under the United States Constitution's protection of free speech. The requirement was particularly at odds with the free speech protections accorded other elements of the information media. The First Amendment to the United States Constitution forbids government interference in, among other things, a newspaper's editorial judgment.

A broadcaster's editorial judgment, however, was deemed less sacrosanct. For broadcasters, the Supreme Court has held that, since there are fewer frequencies available than there are persons who wish to be broadcasters, it is the collective right of the public at large to have access to as many diverse sources of information as practicable that must be protected, even if it means curtailing the editorial discretion of the broadcaster. This intrusion into the broadcaster's editorial discretion became known as the Fairness Doctrine.

A second area of regulation, one that avoided government entanglement in the broadcaster's editorial discretion, has been regulation of industry structure. Such regulation involved both regulation of broadcast station ownership patterns and regulation of broadcasting's competitors, such as cable television.

Guided by the principle that the greater the diversity of station ownership the greater the likelihood that a diversity of viewpoints will be made available to the audience, the FCC has over the years erected a host of local, regional and national ownership restrictions. These regulations limited such things as the number of television stations one person could own or control nationwide and prohibited the common ownership of a television station and either a cable system or daily newspaper in the same market.

The need to enhance programme and ownership diversity did not extend to the FCC's regulation of the broadcaster's principal competitors in cable television. Throughout the 1960s, the FCC restricted the growth

of cable in order to protect the broadcasters' markets.

## The shift to a competitive marketplace

The dramatic shift to greater reliance on a competitive electronic media marketplace had its roots in dissatisfaction with the existing commercial broadcast system on political, economic and cultural grounds. The broadcast deregulation movement that emerged and gathered strength in the decade of the 1970s represented an unlikely convergence of the views and agendas of both political and philosophical conservatives and liberals.

The conservatives long had held the view that television networks, particularly the network news departments, were in the hands of liberals and that, therefore, programming reflected a decidedly left-wing bias. For their part, the liberals had waged a decade-long effort to force broadcasters actually to fulfil their public trustee responsibilities. They filed licence renewal challenges and petitions to have broadcasters put on more and better children's programmes, programmes responsive to the needs of minorities, etc. The liberals saw, however, that the regulatory system, as well as the broadcasters, were quite resistant to change. Moreover, the few gains that they achieved in the 1960s proved to be ephemeral by the end of the Nixon Administration in the 1970s. By the early 1970s, the political conservatives found too that, given even the more limited constitutional protections afforded broadcasters, perceived liberal bias in the media could not be rooted out by having the FCC monitor and control programming.

At the same time, there was a growing body of academic economists who believed that there were better ways than government regulation to achieve social welfare. First in transportation and then in telecommunications, these economists viewed the structural and behavioural regulation of the preceding decade as limiting

entry, inhibiting innovation, distorting the efficient allocation of economic resources, and restricting consumer choice. The academic economists, the liberals, and the conservatives, for their own reasons, agreed that too few enterprises had too much economic and social power and that the Government, through its regulation, was all too willing to preserve the *status quo*.

This convergence of forces gave impetus to the engine of deregulation which, with respect to broadcasting, had as its first task the entry and encouragement of new distribution technologies and enterprises that would provide a competitive alternative to existing television broadcasters. Deregulation of broadcasting actually began with the relaxation of the competitive strictures on cable television and extended to the introduction of a wide variety of new television broadcast stations and other outlets.

The FCC was remarkably successful in this task. The FCC has reported that, in 1974, there were 3,158 operating cable systems with a reported 8.7 million subscribers. In 1985, there were 6,600 operating cable systems, with US cable households numbering some 38,673,270, or 43.3% of all TV households. Now total operating systems are estimated at 7,869, with some 42,000,000 subscribers representing some 48.7% of TV households. The increase in television broadcast stations also has been dramatic. In 1974 there were 513 VHF commercial television stations and 184 UHF commercial stations. Today there are 546 VHF stations and 454 UHF stations, plus 162 UHF low-power stations and 247 VHF low-power stations.

Naturally, this increase has been felt directly by the viewing public. According to the FCC, in 1972, 17% of TV households could receive only one to four stations; 30% could receive seven or eight; and 31% could receive nine or ten. In 1984, 4% could receive only one to four stations; 11% could receive only five or six; 21% could receive seven or eight; 22% could receive nine or ten; 24% could



receive 11 to 14; 15% could receive 15 to 19; and 3% could receive over 20 stations. When one adds cable to the mix, the relevant figures rise to 29% who could receive 11 to 14 stations/channels; 16% who could receive 15 to 19; and 29% who could receive over 20 stations/channels.

With the development of a more competitive television marketplace of this quantitative magnitude, the FCC began to formulate a new regulatory theory; one based not on the scarcity of broadcast frequencies but on the potential abundance of outlets provided by cable and other emerging technologies.

Concomitantly, the FCC decided that, if the television industry was to lose its historic protection from competition, it ought to be freed of its public interest obligations as well. The Commission reasoned that the dismantling of the regulatory structure that had been erected over the past 50 years would go far toward eliminating the burden of public trusteeship, enabling commercial broadcasters to respond to the marketplace's, rather than the Government's definition of the public interest.

While not as enthusiastic as the FCC, the Congress has joined the revolution. It has acquiesced in most of the FCC's deregulatory actions *vis-à-vis* both commercial broadcasting and cable, including the dismantling of many of the FCC's structural regulations. For example, the original ownership restriction of no more than seven television stations nationwide was raised to 12 stations in 1984. Presently, the FCC is exploring the possibility of relaxing certain cross-ownership limitations, e.g., to permit the major television networks to acquire cable television systems.

In conjunction with the overall loosening of these structural provisions, the FCC repealed its so-called 'trafficking' rule, which had for many years restricted the rapid resale of a newly acquired station on the theory that management stability was essential to quality programme service. The Commission also adopted new transfer-of-control procedures for

situations in which a licensee was the subject of a hostile takeover attempt, procedures designed to minimize the target company's ability to use the FCC's processes for purposes of delay. Historically, those processes had inhibited even the most ardent suitors from attempting the hostile takeover of an FCC licence.

On the content-regulation side, the FCC has been true to its word regarding the repeal of the myriad rules promulgated over the past 50 years that were intended (often in a rather obtuse fashion) to ensure that broadcast licensees would provide 'public interest' programming. Among those eliminated were rules that (1) required minimum quantitative standards for informational programming; (2) required that broadcasters be familiar with, and confident as to the accuracy of, the claims made by advertisers regarding the attributes of their product; (3) limited the amount of advertising time permitted per hour; (4) attempted to increase the quality and quantity of programming for children; and (5) required periodic polling, or 'ascertainment', to determine current community issues and presentation of programming responsive to those issues. Currently, the Commission is engaged in an effort to repeal the Fairness Doctrine, its long-standing rule that broadcasters should seek out and present contrasting views on public issues—the rule that had distinguished broadcasting most from the other information media.

The removal of these various restrictions has brought about a transformation of ownership patterns in American television. As noted above, there has been a dramatic expansion of the number of available channels and choices, but deregulation has also caused significant disruptions in the industry. These have included the sale of two of the three major networks and multiple hostile takeover attempts at the third; the elimination and expansion of several large, long-time multiple station owners through voluntary mergers, hostile takeovers, and liquidations; and the concomitant

■ The BBC has announced the setting aside of £4m in its current budget to finance 100 additional hours of production by independent producers, bringing to 200 hours the total for independent productions. It is hoped that this total will reach 600 hours in 1991. The UK Government has set a target of 25% of total production for such independently produced programmes.

■ On Saturday 6 June a worldwide television hookup is planned to enable hundreds of millions of Roman Catholics to watch His Holiness Pope John Paul II recite the 165 prayers of the rosary, bead by bead, to inaugurate the Marian Year. This 'super-production' has been organized by Tony Verna of the Brazilian firm Global Media Ltd, one of the world's most powerful television groups thanks to its royalties from *telenovelas* (soap operas). Tony Verna was also responsible for the *Live Aid* arrangements. *Prayer for World Peace* will use 18 satellites and 30 transponders, with the master control in London. The cost of the operation (\$2,000,000) is being met by sponsors: Global Media, the Dutch religious foundation Lumen 2000, and the French multinational Bic. Videocassette versions will be available.

■ On 3 April, in Bonn, the Prime Ministers of the Federal German *Länder* signed the *inter-Länder* treaty on the restructuring of the audiovisual media landscape in the FRG. One thing that is planned is a DM4.20 increase in the licence fee which becomes DM199.20 as from 1 January next. The extra revenue (some DM80m) will be used to finance the private broadcasting licensing and supervisory bodies set up by the *Länder*, to institute 'open' channels, and to install the infrastructure required by the private sector. A further licence fee increase is expected for 1 January 1989 in order to cater for the public sector's increased financial requirements. The *inter-Länder* treaty will have to be ratified by the *Land* parliaments by the end of November.

■ The Portuguese Parliament has accepted three Bills for amendments to broadcasting legislation which pave the way for the **abolition of the state monopoly in television**. These Bills will now be examined by a Parliamentary Commission which will draft the final version for submission to Parliament. Proposals are to give licences to one of the public service channels and to one or two additional channels. Owing to government inaction, some 20 pirate television stations are at present flourishing unhindered.

■ The Italian Post and Telecommunications Administration has presented the **timetable for the introduction of DBS**. By 1989 there should be a 'pre-operational' programme service available. The launching of the Italian satellite *Sarit A 1* in 1990 should provide one fully operational and two pre-operational channels. *Sarit A 2*, scheduled for 1993, will enable three DBS television channels to be made available. The keynote of the second phase (1994-2001) is HDTV. The satellites *Sarit B 1* and *Sarit B 2* are to be launched in 1997 and 2000. Each will provide five DBS channels. The *A* series will then no longer be operational. The definitive introduction of HDTV is expected for 2001.

■ The UK's Granada Television and the *Financial Times* are planning to set up a **tv news service specializing in finance and industry** that will be made available to some 14 European countries. A Granada spokesman said the service, which should be operating by the end of the year, would be offered to satellite, cable and terrestrial television entities.

■ In the FRG in 1986 total **advertising expenditure** on the conventional media increased by 6.3% over the previous year, reaching a total of around DM11,000m. Radio advertising receipts rose by 8.4% and television receipts by a mere 3.3%.

skyrocketing of station prices. Finally, the past six months appears to have brought forth a day of reckoning of sorts, with the licensees of several major market television stations filing for protection under the bankruptcy laws, a heretofore unheard of proposition. There have also been well-publicized, recent cutbacks in the budgets and personnel of network news organizations.

### Conclusions

Given the turmoil in the broadcast industry at this point, some might conclude that the public has suffered a net loss from deregulation. That conclusion, however, is incorrect.

It is incorrect, first, because looking only at the services offered on broadcast television is too narrow an inquiry. The FCC, and other policy-makers, sought to create a media environment in which television broadcasting would be only one element in a more diverse mix of electronic media technologies and services. Therefore, in order to evaluate deregulation one has to look at the entire mix created by the deregulation policy.

Cable television alone demonstrates that new services have been created in the deregulated environment, new services that are not simply more of the same entertainment and sports programming that is available on network television. Yes, there are film, music, and sports services; but there are also two 24-hours-a-day CNN news services, two 24-hours-a-day C-SPAN national public affairs networks, and the highly-acclaimed Nickleodeon children's channel. These are programme services that the 1960s liberal activists would have been delighted to have seen as the fruits of their efforts, yet they were created in an environment of deregulation, with no government pressure.

The conclusion that a policy of deregulation and more competition has not been successful because network news budgets are being slashed is also incorrect because the 'slashing' is not evidence that network news is

doomed. Rather it is evidence that the big three commercial television networks are responding to a competitive environment by becoming more efficient and more able to succeed in a competitive environment. It is important to keep in mind that, with CBS News for one example, we are talking about an entity whose budget grew from \$89 million in 1979 to \$300 million in 1987, in part because an anchorman can earn \$2.5 million a year. With its \$300 million budget, CBS News, on the average, produces less than 20 hours of news and information programmes a week, compared with CNN's production of 48 hours of news programmes a day, on its two US news networks, with an annual budget of \$100 million. Moreover, it has been reported that the three commercial networks together spent approximately \$50 million to cover the Republican and Democratic political conventions in 1984, while C-SPAN spent \$120,000 to provide gavel-to-gavel coverage of the same events.

The point is that the TV networks, by stripping the fat out of their operations—fat that accumulated in the days when they had oligopolistic control of the public's attention—will emerge as formidable competitors in the new media marketplace. Even now, the networks still have the lion's share of viewers and of advertisers' dollars.

Efficiency will in all likelihood make them stronger and more viable. And ultimately, the public will benefit even more from the new and diverse services that are produced by broadcast television, cable television, satellite television, and other media. The most important benefit to the public will be that these services will be produced and distributed by media enterprises that are free of government regulation and control. Indeed, the longest-lasting contribution of broadcast deregulation in the United States will be to free the broadcast media from government intrusion, and the threat of government intrusion, into the operations and services of broadcasters. ■



# Statistics of Eurovision programmes and news exchanges, 1.1.1986-31.12.1986

## Programmes and news (approximate figures)

|  | 1983    | 1984    | 1985    | 1986    |
|--|---------|---------|---------|---------|
| <b>1</b> (a) Eurovision programmes originated . . . . .  | 890     | 965     | 1 076   | 1 153   |
| (b) OIRT/Intervision origins included in 1 (a) figures . . . . .   | 76      | 29      | 144     | 93      |
| (c) Eurovision programmes cancelled, withdrawn by offering organization, no interest, interest cancelled . . . . .                   | 156     | 130     | 127     | 162     |
| (d) Programmes cancelled on the network (not included in 1 (c) figures) but sent in recorded form . . . . .                          | 27      | 28      | 27      | 32      |
| <b>2</b> Relays of Eurovision programmes . . . . .   | 5 817   | 10 443  | 7 183   | 8 571   |
| <b>3</b> Average number of relaying television services per programme originated . . . .   | 6.5     | 10.8    | 6.7     | 7.4     |
| <b>4</b> Regular Eurovision news exchanges and occasional transmissions of news items . . . . .                                      | 1 231   | 1 280   | 1 350   | 1 384   |
| <b>5</b> (a) News items originated within the framework of transmissions under 4 (not including live actuality programmes) . . . . . | 7 943   | 8 555   | 9 180   | 9 406   |
| (b) News items from the ABU included in 5 (a) . . . . .  | 37      | 70      | 213     | 292     |
| (c) News items from ASBU included in 5 (a) . . . . .   | 117     | 266     | 139     | 87      |
| (d) News items from OIRT included in 5 (a) . . . . .   | 327     | 388     | 403     | 511     |
| (e) News items from OTI/SIN included in 5 (a) . . . . .  | 49      | 99      | 88      | 137     |
| (f) News items from news agencies included in 5 (a) . . . . .  | 3 762   | 3 907   | 4 198   | 4 255   |
| <b>6</b> (a) News item relays (Eurovision and EBU associate members) . . . . .   | 197 688 | 215 690 | 247 985 | 259 826 |
| (b) Average number of relaying television services per item . . . . .  | 24.9    | 25.2    | 27.0    | 27.6    |
| <b>7</b> Number of news items taken by other unions and news agencies . . . . .  |         |         |         |         |
| (a) Number of news items taken by the ABU <sup>1</sup> (not included in 6 (a)) . . . . .   | 6 851   | 7 219   | 7 304   | 7 382   |
| (b) Number of news items taken by ASBU <sup>1</sup> (not included in 6 (a)) . . . . .  | 6 814   | 7 045   | 7 397   | 7 584   |
| (c) Number of news items taken by OIRT <sup>1</sup> (not included in 6 (a)) . . . . .  | 7 003   | 7 470   | 7 793   | 8 011   |
| (d) Number of news items taken by OTI/SIN <sup>1</sup> (not included in 6 (a)) . . . . .   | 1 813   | 1 732   | 1 594   | 1 773   |
| (e) Number of news items taken by news agencies (not included in 6 (a)) . . . .  | 2 684   | 2 397   | 2 996   | 2 328   |

## Type of Eurovision programmes—number and percentage

|                       | Actuality* |     | Folklore |     | Drama, Opera, Ballet |     | Religion |     | Sport |      | Light entertainment |     | Music, Jazz |     | Total |     |
|-----------------------|------------|-----|----------|-----|----------------------|-----|----------|-----|-------|------|---------------------|-----|-------------|-----|-------|-----|
|                       | No         | %   | No       | %   | No                   | %   | No       | %   | No    | %    | No                  | %   | No          | %   | No    | %   |
| <b>1.1-30.6.1986</b>  | 17         | 3.0 | 0        | 0   | 2                    | 0.3 | 8        | 1.4 | 517   | 90.7 | 16                  | 2.8 | 10          | 1.8 | 570   | 100 |
| <b>1.7-31.12.1986</b> | 29         | 5.0 | 2        | 0.3 | 2                    | 0.3 | 9        | 1.6 | 516   | 88.5 | 13                  | 2.2 | 12          | 2.1 | 583   | 100 |
| <b>Total</b>          | 46         | 4.0 | 2        | 0.2 | 4                    | 0.3 | 17       | 1.5 | 1 033 | 89.6 | 29                  | 2.5 | 22          | 1.9 | 1 153 | 100 |

\* as distinct from Eurovision news exchange.

# Eurovision programmes (1.1.1986-31.12.1986)

| Organization               | Origin of programmes                  |  | Participation in exchanges          |                      |
|----------------------------|---------------------------------------|--|-------------------------------------|----------------------|
|                            | Total number of programmes originated | Total hours of transmission at point of origin | Total number of programmes received | Total hours received |
| ARD . . . . .              | 53                                    | 123 h 30                                       | 268                                 | 509 h 03             |
| BBC . . . . .              | 67                                    | 184 h 43                                       | 231                                 | 463 h 15             |
| f BRT . . . . .            | 19                                    | 42 h 33  | 206 <sup>2</sup>                    | 400 h 01             |
| URTFB . . . . .            | 16                                    | 28 h 41  | 213 <sup>2</sup>                    | 427 h 31             |
| CyBC . . . . .             | —                                     | —  | 31                                  | 81 h 02              |
| DR . . . . .               | 13                                    | 27 h 26  | 136                                 | 288 h 30             |
| ERT . . . . .              | 24                                    | 53 h 12  | 185                                 | 368 h 41             |
| ERTU . . . . .             | —                                     | —  | 56                                  | 137 h 26             |
| IBA . . . . .              | —                                     | —  | 57                                  | 135 h 28             |
| ITV . . . . .              | 10                                    | 24 h 20  | 142                                 | 260 h 46             |
| JRT . . . . .              | 23                                    | 32 h 11  | 245                                 | 473 h 25             |
| JTV . . . . .              | —                                     | —  | 54                                  | 115 h 33             |
| LJB . . . . .              | —                                     | —  | 42                                  | 88 h 42              |
| NOS . . . . .              | 67                                    | 132 h 51                                       | 333                                 | 685 h 40             |
| NRK . . . . .              | 23                                    | 48 h 33  | 140                                 | 273 h 34             |
| ORF . . . . .              | 41                                    | 59 h 28  | 350                                 | 628 h 53             |
| RAI . . . . .              | 114                                   | 181 h 01                                       | 412                                 | 785 h 33             |
| RMC . . . . .              | 7                                     | 10 h 15  | 482                                 | 867 h 19             |
| RTA . . . . .              | —                                     | —  | 123                                 | 293 h 35             |
| RTE . . . . .              | 4                                     | 7 h 33   | 125                                 | 322 h 53             |
| RTL . . . . .              | —                                     | —  | 254                                 | 599 h 16             |
| RTM . . . . .              | —                                     | —  | 98                                  | 232 h 31             |
| RTP . . . . .              | 9                                     | 17 h 14  | 229                                 | 446 h 35             |
| RTT . . . . .              | —                                     | —  | 69                                  | 187 h 08             |
| RUV . . . . .              | 2                                     | 1 h 22   | 56                                  | 110 h 24             |
| { SRG . . . . .            | 75                                    | 107 h 33                                       | 413 <sup>2</sup>                    | 723 h 52             |
| SSR . . . . .              | 16                                    | 30 h 13  | 418 <sup>2</sup>                    | 717 h 50             |
| TSI . . . . .              | 2                                     | 2 h 54   | 441 <sup>2</sup>                    | 739 h 31             |
| SVT . . . . .              | 24                                    | 45 h 19  | 157                                 | 359 h 45             |
| TDF <sup>3</sup> . . . . . | 165                                   | 247 h 04                                       | 371                                 | 825 h 27             |
| TL . . . . .               | —                                     | —  | 5                                   | 13 h 55              |
| TRT . . . . .              | 3                                     | 5 h 58   | 120                                 | 266 h 28             |
| TVE . . . . .              | 130                                   | 211 h 47                                       | 294                                 | 578 h 00             |
| YLE . . . . .              | 6                                     | 7 h 05   | 161                                 | 393 h 22             |
| ZDF . . . . .              | 46                                    | 85 h 58  | 187                                 | 372 h 24             |
| Europa TV . . . . .        | —                                     | —  | 255                                 | 542 h 15             |
| 3-SAT . . . . .            | —                                     | —  | 25                                  | 40 h 42              |
| EBU . . . . .              | 12                                    | 39 h 21  | —                                   | —                    |
| ABC . . . . .              | —                                     | —  | 1                                   | 0 h 46               |
| ANB . . . . .              | —                                     | —  | 2                                   | 3 h 40               |
| BCNZ . . . . .             | —                                     | —  | 1                                   | 3 h 30               |
| CBC . . . . .              | 1                                     | 2 h 15   | 22                                  | 37 h 40              |
| CBS . . . . .              | 3                                     | 9 h 34   | 5                                   | 5 h 17               |
| IMT . . . . .              | 2                                     | 3 h 07   | —                                   | —                    |
| IRV . . . . .              | —                                     | —  | 3                                   | 6 h 29               |
| KBS . . . . .              | —                                     | —  | 3                                   | 3 h 48               |
| KBTS . . . . .             | —                                     | —  | 12                                  | 27 h 53              |
| NBC . . . . .              | 1                                     | 2 h 00   | 1                                   | 0 h 46               |
| NHK . . . . .              | —                                     | —  | 4                                   | 6 h 20               |
| ODGRT . . . . .            | —                                     | —  | 13                                  | 29 h 53              |
| PTV . . . . .              | —                                     | —  | 1                                   | 0 h 25               |
| OTBS . . . . .             | —                                     | —  | 13                                  | 29 h 53              |
| RTI . . . . .              | —                                     | —  | 4                                   | 10 h 34              |
| RTVM . . . . .             | —                                     | —  | 1                                   | 3 h 24               |
| SABTVS . . . . .           | —                                     | —  | 14                                  | 31 h 43              |
| SBSA . . . . .             | —                                     | —  | 1                                   | 2 h 43               |
| TVA . . . . .              | —                                     | —  | 4                                   | 8 h 12               |
| TVG . . . . .              | 1                                     | 2 h 13   | 7                                   | 15 h 10              |
| VV . . . . .               | —                                     | —  | 4                                   | 8 h 07               |
| BT . . . . .               | 9                                     | 19 h 29  | 126                                 | 264 h 23             |
| CST . . . . .              | 30                                    | 67 h 43  | 140                                 | 294 h 10             |
| DDR-F . . . . .            | 4                                     | 9 h 00   | 200                                 | 438 h 51             |
| ICR . . . . .              | —                                     | —  | 6                                   | 12 h 06              |
| MTV . . . . .              | 10                                    | 24 h 00  | 156                                 | 351 h 42             |
| TSS . . . . .              | 39                                    | 94 h 40  | 199                                 | 438 h 34             |
| TVP . . . . .              | —                                     | —  | 119                                 | 257 h 32             |
| TVR . . . . .              | 1                                     | 1 h 53   | 12                                  | 24 h 54              |
| Various . . . . .          | 81                                    | 191 h 21                                       | 113                                 | 238 h 34             |
| Total . . . . .            | 1 153                                 | 2 185 h 20                                     | 8 571                               | 17 313 h 14          |

<sup>1</sup> Figures of relays by other unions are indicated by the number of items made available to them by the EBU, not taking into account subsequent distribution to individual members of ABU, ASBU, OIRT and OTI.

<sup>2</sup> Separate figures for participation in the exchanges are given for each of the two Belgian and, in the programme table, for each of the three Swiss TV services, even though they constitute one EBU member organization in each country. As certain material was used by more than one TV service, the totals for Belgium and Switzerland are less than the simple addition of the figures for each individual service.

<sup>3</sup> TDF figures include all items originated and received by any of the four national tv companies, TF1, A2F, FR3, CPF.

<sup>4</sup> 3,602 items were made available to CNN through EVN-0 and EVN-1 (actual usage unknown); 45 items used by CNN were from news transmissions other than EVN-0 and EVN-1.

<sup>5</sup> CP — Canadian Pool. USP — United States Networks Pool (occasionally in operation between the US networks).

<sup>6</sup> ANB receives via CNN. NHK receives via ABU.



# Eurovision news exchange (excluding actuality/current affairs programmes)

Origin and relay tables (1.1.86-31.12.86)

|   | Organization     | News items |                    |
|---|------------------|------------|--------------------|
|   |                  | Origins*   | Relays             |
| 1 | ARD              | 276 (8)    | 8 481              |
|   | BBC              | 267 (7)    | 4 795              |
|   | BRT              | 76         | 9 076 <sup>2</sup> |
|   | CyBC             | 9 (1)      | 3 489              |
|   | DR               | 35 (1)     | 8 948              |
|   | ERT              | 211 (148)  | 8 896              |
|   | ERTU             | 36 (17)    | 8 094              |
|   | IBA              | 17         | 8 204              |
|   | ITN              | 223        | 6 116              |
|   | JRT              | 87         | 8 629              |
|   | JTV              | 7 (1)      | 8 169              |
|   | LJB              | 51         | 8 900              |
|   | NOS              | 155 (1)    | 9 058              |
|   | NRK              | 63         | 8 987              |
|   | ORF              | 179 (3)    | 9 039              |
|   | RAI              | 505 (49)   | 8 810              |
|   | RMC              | 7 (4)      | 6 971              |
|   | RTA              | 21         | 6 310              |
|   | RTBF             | 76         | 9 071 <sup>2</sup> |
|   | RTE              | 28         | 7 082              |
|   | RTL              | 37 (1)     | 9 191              |
|   | RTM              | 23         | 8 819              |
|   | RTP              | 81 (7)     | 8 801              |
|   | RTT              | 10         | 8 999              |
|   | RUV              | 20 (1)     | 23                 |
|   | SRG              | 196 (6)    | 9 129              |
|   | SVT              | 115        | 9 050              |
|   | TDF <sup>3</sup> | 882 (142)  | 8 399              |
|   | TRT              | 58 (3)     | 8 943              |
|   | TVE              | 290 (14)   | 9 024              |
|   | YLE              | 44         | 9 035              |
|   | ZDF              | 310 (18)   | 8 403              |

|   |                  |         |                    |
|---|------------------|---------|--------------------|
| 2 | ABC              | 7 (7)   | 433                |
|   | CBC              | 2       | 2                  |
|   | CBS              | —       | 581                |
|   | CNN              | 202     | 3 647 <sup>4</sup> |
|   | CP <sup>5</sup>  | 2       | —                  |
|   | NBC              | 73 (71) | 222                |
|   | USIA             | 1       | —                  |
|   | USP <sup>5</sup> | 41      | —                  |

|   |     |         |                |
|---|-----|---------|----------------|
| 3 | ANB | 3 (3)   | — <sup>6</sup> |
|   | NHK | 37 (18) | — <sup>6</sup> |

|   |              |          |                    |
|---|--------------|----------|--------------------|
| 4 | Other unions |          |                    |
|   | ...ABU       | 292 (9)  | 7 382 <sup>1</sup> |
|   | ...ASBU      | 87 (81)  | 7 584 <sup>1</sup> |
|   | ...OIRT      | 511 (5)  | 8 011 <sup>1</sup> |
|   | ...OTI/SIN   | 137 (94) | 1 773 <sup>1</sup> |

|   |                            |               |   |
|---|----------------------------|---------------|---|
| 5 | Various                    |               |   |
|   | ...Europe                  | 1 483 (1 437) | — |
|   | ...Israel                  | 89 (89)       | — |
|   | ...Asia                    | 69 (68)       | — |
|   | ...Africa                  | 96 (83)       | — |
|   | ...USA                     | 1 866 (1 854) | — |
|   | ...Australia & New Zealand | 13 (4)        | — |

|                |               |         |
|----------------|---------------|---------|
| TOTAL (1 to 5) | 9 406 (4 255) | 284 576 |
|----------------|---------------|---------|

\* Figures in brackets are agency items included in origins.

## Key to names of organizations

### EBU active member organizations participating in exchanges

|       |   |
|-------|---|
| A2F   | Antenne 2 France, France  |
| ARD   | Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland, Germany (FR) |
| BBC   | British Broadcasting Corporation, United Kingdom  |
| f BRT | Belgische Radio en Televisie, Nederlandse uitzendingen, Belgium   |
| RTBF  | Radio-Télévision Belge de la Communauté française, Belgium  |
| CPF   | Canal Plus, France  |
| CyBC  | Cyprus Broadcasting Corporation, Cyprus   |
| DR    | Danmarks Radio, Denmark   |
| ERT   | Elliniki Radiophonia-Tileorassisi, Greece   |
| ERTU  | Egyptian Radio and Television Union, Egypt  |
| FR3   | France Régions 3, France  |
| IBA   | Israel Broadcasting Authority, Israel   |
| f ITN | Independent Television News, United Kingdom   |
| ITV   | Independent Television, United Kingdom  |
| JRT   | Jugoslovenska Radiotelevizija, Yugoslavia   |
| JTV   | Jordan Television, Jordan   |
| LJB   | Libyan Jamahiriya Broadcasting, Libya   |
| NOS   | Nederlandse Omroep Stichting, Netherlands   |
| NRK   | Norsk rikskringkasting, Norway  |
| ORF   | Österreichischer Rundfunk, Austria  |
| RAI   | RAI-Radiotelevisione Italiana, Italy  |
| RMC   | Radio Monte-Carlo, Monaco   |
| RTA   | Radiodiffusion-Télévision Algérienne, Algeria   |
| RTE   | Radio Telefís Éireann, Ireland  |
| RTL   | Radio-Télé-Luxembourg, Luxembourg   |
| RTM   | Radiodiffusion-Télévision Marocaine, Morocco  |
| RTP   | Radiotelevisão Portuguesa EP, Portugal  |
| RTT   | Radiodiffusion-Télévision Tunisienne, Tunisia   |
| RUV   | Ríkisútvarpið-Sjónvarp, Iceland   |
| SRG   | Schweizerische Radio- und Fernsehgesellschaft, Switzerland  |
| SSR   | Société Suisse de Radiodiffusion et Télévision, Switzerland   |
| TSI   | Società Svizzera di Radiotelevisione, Switzerland   |
| SVT   | Sveriges Television Ab, Sweden  |
| TDF   | TéléDiffusion de France, France   |
| TF1   | Télévision Française 1, France  |
| TL    | Télé-Liban, Liban   |
| TRT   | Türkiye Radyo-Televizyon Kurumu, Turkey   |
| TVE   | Televisión Española, Spain  |
| YLE   | Oy Yleisradio Ab, Finland   |
| ZDF   | Zweites Deutsches Fernsehen, Germany (FR)   |

### EBU associate member organizations participating in exchanges

|        |  |
|--------|--|
| ABC    | Capital Cities/American Broadcasting Companies Inc, United States      |
| ANB    | Asahi National Broadcasting Company Ltd (TV Asahi), Japan              |
| BCNZ   | Broadcasting Corporation of New Zealand, New Zealand                   |
| CBC    | Canadian Broadcasting Corporation, Canada                              |
| CBS    | CBS Inc, United States   |
| CNN    | Cable News Network Inc (Turner Broadcasting System Inc), United States |
| IMT    | Instituto Mexicano de Televisión, Mexico                               |
| IRV    | Instituto Nacional de Radio y Televisión — Inravisión, Colombia        |
| KBS    | Korean Broadcasting System, Korea (Rep. of)                            |
| KBTS   | Kuwait Broadcasting and Television Service, Kuwait                     |
| NBC    | National Broadcasting Company Inc, United States                       |
| NHK    | Nippon Hoso Kyokai, Japan  |
| ODGRT  | Oman Directorate General of Radio and Television, Oman                 |
| PTV    | Pakistan Television Corporation, Pakistan                              |
| QTBS   | Qatar Television and Broadcasting Service, Qatar                       |
| RTI    | Radiodiffusion Télévision Ivoirienne, Ivory Coast                      |
| RTVM   | Radio Television Malaysia, Malaysia                                    |
| SABTVS | Saudi Arabian Broadcasting and Television Service, Saudi Arabia        |
| SBSA   | Special Broadcasting Service, Australia                                |
| TVA    | Televisa SA, Mexico  |
| TVG    | TV Globo Ltda, Brazil  |
| USIA   | United States Information Agency, United States                        |
| V V    | Corporación Venezolana de Televisión CA — Venevisión, Venezuela        |

### ABU Asia-Pacific Broadcasting Union

### ASBU Arab States Broadcasting Union

### OIRT International Radio and Television Organization/Intervision, member organizations:

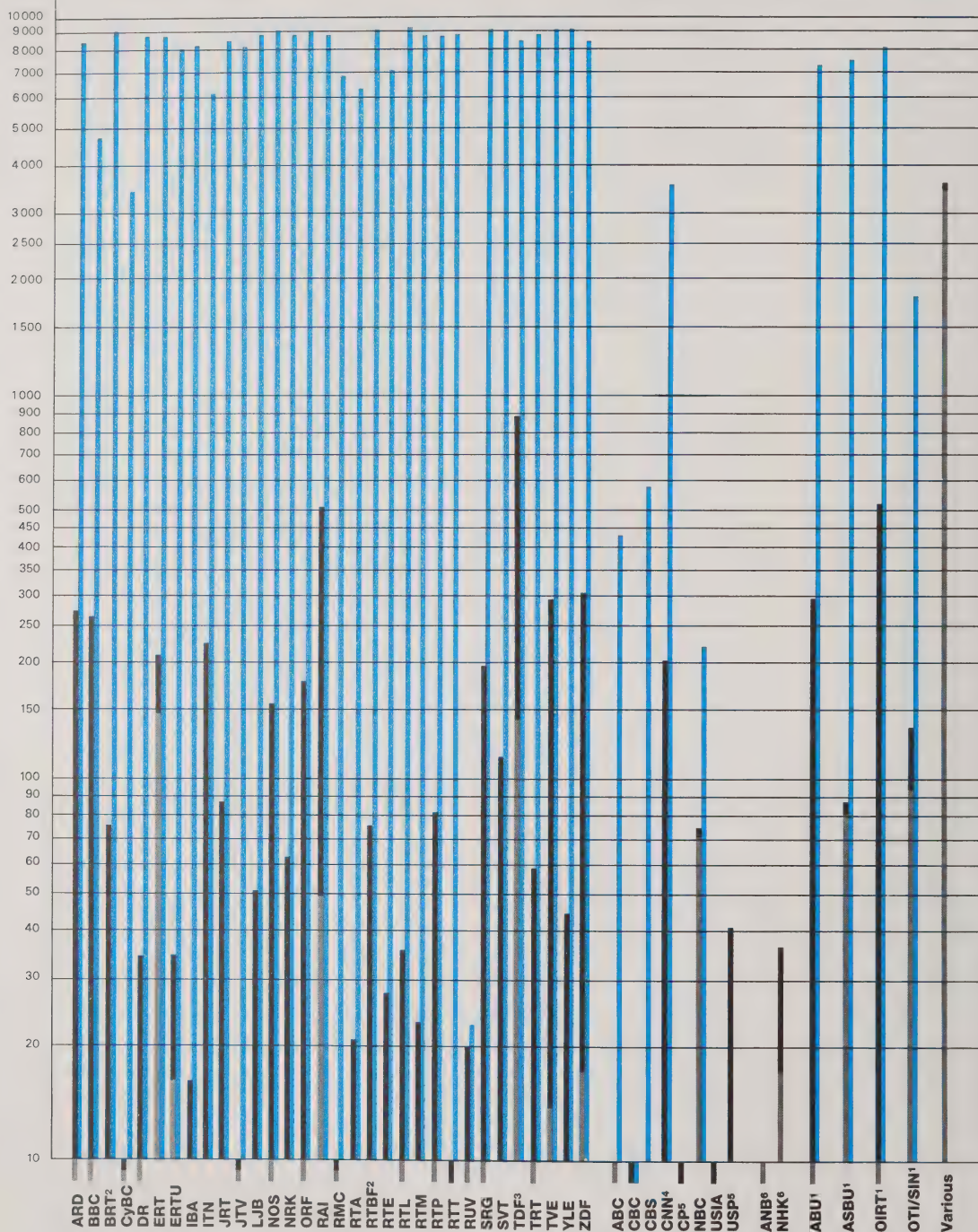
|       |   |
|-------|---|
| BT    | Bolgarskoe Radio i Televidenie, Bulgaria                        |
| CST   | Ceskoslovenska Radio i Televize, Czechoslovakia                 |
| DDR-F | Deutscher Demokratischer Rundfunk und Fernsehfunk, Germany (DR) |
| ICR   | Instituto Cubano de Radiodifusión, Cuba                         |
| MTV   | Magyar Radio es Televizio, Hungary                              |
| TSS   | Televizenie Sovetskio Soiuza, USSR                              |
| TVP   | Polskie Radio i Telewizja, Poland                               |
| TVR   | Radiodifuziunea si Televiziunea Romana, Romania                 |

### OTI/SIN Organización de la Televisión Iberoamericana/Servicio Iberoamericano de Noticias (Latin America)

# Eurovision news

Number of news items originated and relayed  
(excluding actuality/current affairs programmes)  
1.1.1986-31.12.1986

Number of items originated  
Agency items included in origins  
Number of items relayed





# The 'fourth broadcasting judgment' of the Federal Constitutional Court

## Initiation of the development of a dual broadcasting system in the Federal Republic of Germany

**Klaus Berg**

Justitiar, Norddeutscher Rundfunk



**T**HE STRUCTURE AND operation of broadcasting in the FRG are shaped as in scarcely any other country by fundamental decisions of the highest constitutional court. The salient decisions of the Federal Constitutional Court read extensively like a handbook of broadcasting constitutional law. Three of the most important may be singled out. The 1961 judgment ('Adenauer television')<sup>1</sup> confirmed the *Länder's* extensive competence for broadcasting, condemned the federal project for a central television service to fail as unconstitutional, and laid down guidelines for independent organizational forms of public service broadcasting and its supervisory bodies. This judgment already admitted the possibility of organizing broadcasting

in the FRG on a basis other than that of a public service. Ten years later, in its 1971 decision on value-added tax,<sup>2</sup> the Court made a thorough assessment of the activities of the public service broadcasting system and declared the licence fee to be exempt from VAT. Another ten years, and in its 1981 judgment (FRAG)<sup>3</sup> the Court measured the Saar legislature's attempt to revise the broadcasting law to permit private commercial television against the yardstick of the 1961 judgment and rejected it as invalid and unconstitutional. To these three fundamental decisions of the Kalsruhe Court, a fourth significant decision, the Lower Saxony judgment,<sup>4</sup> was added as a further milestone of decisive importance in the development of public and private broadcasting in the FRG.

### The initial situation before the Lower Saxony judgment

After the 1981 decision on the Saar Broadcasting Act it still looked at first as if all the *Länder*, and the Federal Government as well, would agree on an organic further development of the

broadcasting system in the FRG, to be based solely on reliable experience gained from precisely designed pilot projects. The pilot cable television projects in the Ludwigshafen, Munich, Berlin, and Dortmund urban conglomerations were to provide information on the technical and programming possibilities of cable systems and were to be associated with detailed scientific research. They were funded by a special fee, additional to the general receiving licence fee, that had to be paid by all FRG licence-holders as an 'innovation surcharge'. It was very soon found, however, that the political and economic forces advocating the licensing of private commercial broadcasting service providers were unwilling even to wait for the results of the pilot projects, let alone taken them as guidelines for their activities. The Ludwigshafen project, which was launched first, was converted into a springboard for the first publishers' television, and there

<sup>1</sup> BVerfGE (Federal Constitutional Court Decisions) 12, 205.

<sup>2</sup> BVerfGE 57, 295.

<sup>3</sup> BVerfGE 31, 314.

<sup>4</sup> Judgment of 4.11.1986 - I BvF 1/84.

was little trace left in practice of the original intention to try out new programme formats, or of any effective monitoring of the schedule in respect of diversity of content and sources. A logical development of the Ludwigshafen pilot project was the SAT1 television channel, which is now available over the whole federal territory via the ECS communications satellite and is dominated by the German newspaper publishers. With equal determination, after the 1982 change of government the German Federal Post Office pursued an ambitious programme of cabling up the whole of the FRG which has had to be cut back more and more merely because of financial constraints. The Munich pilot scheme, too, and the one in Berlin, served to clear the way for the authorizing of commercial radio and television programmes. The Munich project very early on lost its commitment to cable and admitted private over-the-air radio channels. All three private projects have since been terminated. Only the fourth, in Dortmund, which developed into a public service counter-model with the considerable involvement of Westdeutscher Rundfunk, is still operating. The umbrella research commission of all the federal *Länder* originally set up to coordinate activities of research into all four projects stopped work after internal disputes and, probably, because its members realized that both the commission and the pilot projects had in the meantime been overtaken by political developments and hence become superfluous.

In this situation, the efforts put forth by all the CDU-controlled *Länder* to introduce commercial broadcasting and have cable installed as extensively as possible to the same end were compounded by a race between the *Länder* to be first to offer the most favourable location conditions for new broadcasting undertakings and hence for new jobs and additional media glamour. Almost all the *Länder*, regardless of the party political composition of their governments, ultimately joined in this far-

reaching suppression of a media policy of clearly defined content. As regards legislation, the race was won by the *Land* of Lower Saxony, which on 23 May 1984 was the first to pass a complete *Land* Broadcasting Act. This statute was intended to make commercial radio and television broadcasting possible in Lower Saxony and to regulate the dissemination of programme services imported from outside the *Land*. However, its initial consequence was not a bonus in the form of the establishment of new broadcasters, possibly even with a nationwide programme orientation, in Lower Saxony. Instead the Lower Saxony *Land* Broadcasting Act, as an outlier for the legislative plans of other *Länder*, became an exemplary test for the Federal Constitutional Court in Karlsruhe. More than a third of the Federal Members of Parliament, all of them Social Democrats, availed themselves of their right of action and demanded that the Lower Saxony Broadcasting Act should be declared unconstitutional as it infringed the freedom of broadcasting. They criticized what they felt were inadequate safeguards of the multiplicity of private programme services and those providing them, inadequate powers of control for the planned supervisory authority, the failure to exclude any influence of advertising on programmes and, in particular, excessive state influence in the licensing and supervision of providers of a programme service. Furthermore, the lack of legal precautions against the dangers of a concentration of power resulting from associations between print media and electronic media, and against possible misuse of their strength by economically powerful groups, was also deprecated.

Even if the Lower Saxony *Land* Broadcasting Act put on the test bench in Karlsruhe was only an isolated and regionally restricted model for commercial broadcasting, it was clear to all concerned that a leading decision for the whole of the federal territory was to be expected, a decision that would also specifically take into account the actual or supposed

changes in radio and television programme distribution technology since the FRAG judgment of 1981. The main ones being the expansion of cable systems, satellite technology with the communications satellites already in use and the heralded direct broadcast satellites, the extension of the vhf band for radio up to 108MHz, and the opportunities for 'low power' broadcasting, especially for radio. The Federal Constitutional Court conducted the case, like the previous ones, very thoroughly, and gave all those involved, including the ARD, the opportunity to state position in writing<sup>5</sup> and to speak in the oral proceedings.

The Court's impending decision was tensely awaited by all the *Länder* for another, political reason. The *Länder* responsible for broadcasting in the FRG had been trying in vain for years to conclude an inter-*Land* treaty on a revision of the broadcasting system. This treaty was to reconcile such differing aims as the licensing of private radio and television undertakings and, to encourage them, the restriction of advertising on public service broadcasting, guaranteeing the existence and further development of public service broadcasting and improved funding on the basis of the receiving licence fee, and the allocation of channels on a direct broadcast satellite. The endeavours of the *Länder* to reach agreement were suspended while awaiting the Federal Constitutional Court's decision in the Lower Saxony dispute and came only recently to fruition (March/April 1987).

According to the precedents, one of two approaches was to be expected, at first blush, from the Federal Constitutional Court. Either the original basis for previous consistent practice, involving the severe organizational requirements for bringing about the freedom of broadcasting,

<sup>5</sup> The expert opinion commissioned by the ARD (Herbert Bethge: *Rundfunkfreiheit und privater Rundfunk*) has been printed as No 32 in the series of legal writings *Beiträge zum Rundfunkrecht* published by the ARD.



would be abandoned in view of the increased programme-supplying opportunities provided by cable—meaning that the contested Lower Saxony Broadcasting Act would be constitutional. This would also mean, however, that the basis for maintaining the public service organizations and financing them predominantly by licence fees would be called into question, entailing the risk of their medium- or long-term replacement by commercial broadcasters. Or the previous decisions would be maintained, regardless of technological changes, important or otherwise, and the strict requirements as to variety of programming and programme-providers, and fair balance in the schedules, would be extended to the private broadcasting writ large in most *Länder's* political aspirations. In that case, however, private broadcasting would have only been possible with considerable restrictions—and much less profitable.

To the surprise of many people, the Federal Constitutional Court found a third solution, more Solomon-like than underpinned by strict constitutional dogma.

## The decision of 4 November 1986

The upshot of the judgment was a rejection of eight individual provisions of the Lower Saxony *Land* Broadcasting Act as unconstitutional because they were incompatible with the freedom of broadcasting as regulated by the Constitution. A further 29 provisions were declared to be in conformity with the Constitution only if given the specific interpretation laid down by the Court. Despite the large number of individual objections, however, the Lower Saxony Broadcasting Act was regarded as consistent on the whole with the Basic Law. In its 90-page presentation of its reasoning, the Court presupposes a dual broadcasting order in which commercial broadcasting governed by private law can exist alongside public service

or 'public law' broadcasting. At the same time, the two areas are interlinked in that commercial broadcasting can only be allowed if a correctly operating public service system exists as a foundation. This association is the really new factor in the decision. It presupposes an exhaustive description of the relative constitutional importance and the duties of both electronic media sectors, a description to be found in a very basic form in the judgment.

## Public service broadcasting as seen by the Federal Constitutional Court

In the dual broadcasting order that the Karlsruhe Court has confirmed as admissible, if not imperative, the 'absolutely essential basic provision' is a matter for the public service broadcasting organizations. They are in a position to do this for two reasons, unlike the private operators. First, their terrestrial programmes reach almost the whole population. Secondly, and above all, however, they are not dependent on high ratings in the same way as private-sector broadcasters and hence can offer a wider range of programme content.

The duty to provide the basic programming comprises the essential functions of broadcasting for the democratic system and cultural life in the FRG. In evaluating this important statement, it is necessary to take into consideration a view of the influence of broadcast programmes on public discussion and opinion formation supported in the consistent practice of the Federal Constitutional Court. In this view, public opinion is shaped not only by news broadcasts, political commentaries, and/or series on problems of the past, present, and future, but just as much in radio or television plays, musical shows, or light entertainment.

The Lower Saxony judgment also confirms this viewpoint and thereby preserves the public debate from the misapprehension that in evaluating

the sociopolitical function of broadcasting only the specifically political programmes are involved, albeit these naturally more often form the subject of controversial discussion.

It is precisely because the range of what is available is being increased by the addition of private and European channels that the Federal Constitutional Court finds that it is necessary to ensure that broadcasting fulfils its traditional mandate. Alongside broadcasting's role in the shaping of opinion and political intentions, alongside entertainment and information going beyond routine reporting, this mandate includes its cultural responsibilities.

These essential functions are to be seen primarily as those of the public service organizations. 'In them and in the guaranteeing of the basic provision for all, public service broadcasting and its characteristic feature of funding by licence fee find their justification.'

The tasks imposed on public service broadcasting in this respect make it necessary to secure the technical, organizational, and financial conditions for their performance.

With the mission to provide a basic service for all and to perform essential functions, public service broadcasting received confirmation of a comprehensive broadcasting mandate in the Lower Saxony judgment. 'Basic service' must not be misread as something like a 'minimum service'. This follows both from the description of the programme categories and the reference to the 'essential functions' of public service broadcasting in a democracy as the view of a fully operating public service system as a necessary condition for a private system associated with less stringent requirements. The confirmation by the Lower Saxony judgment of the basic service for all in the sense of a function basic to the freedom of broadcasting implies a rejection of all demands to have certain categories of programming—such as light entertainment—barred to the public service, at least at some future date. The same probably applies in the case of

■ The FRG consumer electronics industry is in a healthier position than a year ago, with factory stocks much reduced and last year's sales figures up 7% on the previous year at DM15,100m (radio and television sets, audio and video players and recorders, and video cameras). Nine out of ten German households now own a colour television set.

■ Silvio Berlusconi's Fininvest has signed a contract with Telespazio worth 6,000m lire a year to set up 14 antennae in Italy to work through an Intelsat satellite. Use of the installations is contingent on ministerial approval.

■ Over 120 million disks (both black and silver) and prerecorded cassettes were sold in the FRG in 1986 for a total turnover of DM2,365m. Independent labels, direct imports, and pirated product accounted for another DM365m. CD sales almost doubled at 12,600,000 items. Cassette sales also increased, while LPs, singles, and maxi-singles lost ground.

■ Pilar Miro's new team at TVE plans to increase the volume of entertainment programmes on the network and has allocated Ptas1,500m for the production of programmes ranging from light music, music videos, games, shows, and magazines to bullfighting.

■ In 1986 as in 1985, the FRG's public service channels ARD and ZDF themselves produced or commissioned two-thirds of the 100 most watched television programmes. Only one-third of these programmes were bought in.

regional and, where relevant, local programme services. Here, at all events, a further Constitutional Court decision—on the Baden-Württemberg Media Act—is to be expected before the year is out. This statute had prohibited Süddeutscher Rundfunk and Südwestfunk from broadcasting regional and local programmes. The background here, too, was that the legislator wanted to strengthen private broadcasting companies and shield them from public service competition. One of the constitutional appeals filed against the Act by the two public service organizations has already had some provisional success. The clause prohibiting regional public service broadcast programmes was declared invalid by the Federal Constitutional Court in a provisional arrangement. The main proceedings are to be concluded with a judgment this summer.

In contrast to what is frequently advanced in the public debate, public service broadcasting is now the indispensable basis for a private broadcasting system. The latter is only acceptable, in view of the reduced constitutional requirements as regards basic standards for balanced programming, if and as long as the public service sector effectively performs its tasks. The opposite argument, whereby public service broadcasting is only justified if and as long as private broadcasting is not fully installed, is no longer tenable.

From the description of the indispensable functions of public service broadcasting given in the Lower Saxony judgment it is possible to extract a guarantee of function and hence a guarantee of the continued existence and development of public service broadcasting, as had repeatedly been demanded from the *Länder* by the ARD and the ZDF. The Federal Constitutional Court explicitly stressed the necessity of securing the economic and technical conditions for the public service to perform its functions. In view of the comprehensive description of duties, the notion of a restriction on the development of public service broadcasting

by refusing or delaying licence fee adjustments in order to aid the growth of private broadcasting would most likely be incompatible with this.

The Lower Saxony judgment also contains an appraisal of the internal pluralistic controls in the public service broadcasting organizations compared with the possibilities of controls *vis-à-vis* private broadcasting. The internal pluralistic structure of public service broadcasting, despite ascertainable weaknesses, is found to be more suitable for ensuring that equal weight is given to a variety of opinions and hence that the broadcasting freedom requirements are met than the external supervisory system laid down in the *Land* regulations for private broadcasting, the latter system being rated as less intensive and less effective. Internal pluralistic controls in public service broadcasting are seen as a moulding influence and, on occasion, as preventive. They are not restricted merely to the *post facto* monitoring of broadcasts. Given as a justification of this are staff decision-making competence, the organizational framework for programme work, and the budgetary powers of the broadcasting councils.

## Commercial broadcasting after the Lower Saxony judgment

According to the Federal Constitutional Court's findings, the programmes offered by private broadcasters are unable to perform fully the function of providing comprehensive news and information. There are three reasons for this. First, as they distribute only via cable and satellite, without terrestrial frequencies, private broadcasters are not in a position to reach the entire population. Secondly, in the case of television it is to be expected that merely because of the small number of programme service providers the information conveyed will not cover the full spectrum of opinion and cultural trends. Lastly, there is the more general and particu-



larly significant argument that, independently of the above, a wide range of programming content is not to be expected from private broadcasting because those providing it have to rely almost exclusively on commercial advertising receipts to finance their operations. From this there follows the necessity to put out the cheapest possible mass-appeal programming; at the same time programmes for smaller audiences take second place or vanish altogether. But it is only with these last, especially the expensive cultural programmes of a high intellectual standard, that the whole spectrum of information that is a necessary condition for the formation of opinion within the meaning of the guarantee given in Article 5, para. 1, second sentence of the Constitution can be achieved. Added to those arguments is the fact that the 'fair balance' in a *Land's* total programme offer will be subject to unavoidable fluctuations or even perturbations.

In the Federal Constitutional Court's view, a degree of commercialization is inevitable when advertising is the sole source of funding. It is to be accepted, however, for lack of a practical alternative source of finance.

The requirement for a balanced diversity can no longer take full effect because it can no longer be fully applied as a result of the regulations introduced by the *Land* legislature. The reasons for this are to be found in the fact that a *Land* legislature has no competence in respect of programmes receivable from other FRG *Länder* or via direct broadcast satellites and that there is a legal obligation to let foreign programmes be distributed by cable. As a result, total balance no longer exists in the overall schedule taken to be the embodiment of all the channels receivable in a *Land*. Despite the clear deficiencies of private broadcasting described above, according to the Federal Constitutional Court's findings the imposition of such strict licensing conditions that it would become extremely difficult, if not completely impossible, to organize a private broadcast-

ing service, is uncalled for. This would contradict the admissibility of private broadcasting that the Federal Constitutional Court has adhered to as consistent practice since the first television judgment. Only as a whole must the broadcasting system satisfy the constitutional precepts within the bounds of the possible. And this is feasible in a dual broadcasting system, too.

Presupposing the perception of the broadcasting mandate as the provision of the essential elements of a conventional broadcasting service by the public service organizations, it seems legitimate not to make the same severe demands as on public service broadcasting as regards providing a broad spectrum of programming and guaranteeing balance in private broadcasting. This is not to be understood as the compensation of imbalances in private broadcasting by the public services. As long as they are not too serious, such imbalances are, however, acceptable on condition that the diversity of existing opinion trends finds uncurtailed expression in the schedules of the public service broadcasting organizations.

An appraisal of the idea underlying these reduced diversity requirements imposed on private broadcasting leads to the assertion that the minimum standard of diversity and fair balance that alone makes possible a financially successful commercial broadcasting system is only possible on the basis that a wholly functioning public service broadcasting system already exists. In the dual broadcasting system, therefore, public service broadcasting becomes the indispensable precondition for private broadcasting.

The 'basic standard' of balanced diversity that applies only to private broadcasting does not involve the obligation to achieve a mathematical equality of opinion trends or, similarly, to ensure legally prescribed compensation. It demands no intervention in insignificant instances of imbalance.

The basic standard comprises the

essential prerequisites for the diversity of opinion that are to be safeguarded against concrete and serious threats. These are the possibility for all opinion trends, including minority views, to find expression in private broadcasting, and the exclusion of a one-sided, extremely unbalanced influence of individual broadcasters or programmes, i.e. preventing the creation of a dominant opinion-shaping power-base. Non-observance of these requirements constitutes an infringement of broadcasting freedom in every case.

It is the law-maker's job to ensure, by material, structural, and procedural rules, that this basic standard is strictly applied. In particular, he must counter any concentration tendencies in good time and as effectively as possible, especially as it is hard to turn the clock back on undesirable developments.

The constitutional obligation laid on the *Land* legislator to counter the creation of dominant opinion-moulding power-bases relates to specialized channels and important programme services as well as to full schedules.

The monitoring of broadcasting mergers is admittedly governed by the Federal Government's Cartels Act but, because of his exclusive competence in broadcasting matters, the *Land* legislator is obligated to take preventive measures against mergers of broadcasting undertakings resulting in a dominant opinion-shaping power-base. This applies in particular for the regional and local sectors, where strict requirements to counter the danger of multi-media 'dual monopolies' based on such power-bases are in force.

In the Lower Saxony judgment, the Federal Constitutional Court clearly rules out an overt or covert privileged status for the press for access to private broadcasting. Such unequal treatment would be unconstitutional. This repudiates the opposite view argued for above all by the German newspaper publishers over decades. Press undertakings have the same access to commercial broadcasting as any other. There is nothing in law to

■ Space at the Berlin International Radio and Television Exhibition, scheduled to take place from 28 August to 6 September, has been fully booked for several months already. There will be some 350 exhibitors, and another 250 firms from Europe, America, and Asia will also be represented. The magic word this year is 'digitalization' on all fronts. A special stand will be devoted to HDTV. Some 400,000 visitors are expected. During the exhibition, the ARD and the ZDF will broadcast round the clock from Berlin.

■ In view of the rapid increase in home videocamera ownership in the US, CNN is introducing a new service, christened 'News Hound', establishing direct contact between home videocamera users and the newsgathering operation. Members of the public who happen to record potentially newsworthy material can call a special no-charge number in order to offer their tapes. This move has been prompted by the fact that a number of news stories over the years have been filmed or taped by amateurs, including the Kennedy assassination.

■ RTL plus has been promised the 'north' transponder of the future German DBS satellite TV-SAT. The German publishers' channel SAT-1 is preferring to concentrate its activities on the south.

■ Ex-Australian Rupert Murdoch is setting up a 'fourth' major television network in the US. Called 'Fox', after the film studio, it consists of six owned television stations in major cities, plus 110 stations with which contracts are being concluded. Murdoch reckons that it will take at least three years for his network to be truly competitive with the existing networks. In the meantime he is offering advertising spots at half-price. All previous attempts to set up a fourth US network over the past 40 years have failed.

support 'compensatory preferential treatment' for the print media.

## Prospects

The Federal Constitutional Court has clearly not said the last word on the requirements to be met by private broadcasters and has even felt that stricter standards might be possible if abuses should be revealed. This can chiefly be seen in the term *Nachbesserung* (subsequent improvement) repeatedly used in the judgment as a possible duty of the *Land* legislature.

This also holds for possible repercussions on the press of the complete and practically unrestricted funding of private broadcasting by advertising. If there should be sufficient reliable evidence for the need to take steps to maintain the functional viability of the press, the law-makers must introduce regulations in the context of 'subsequent improvements' here too.

The public service organizations will need above all to draw conclusions from the judgment as to an improved form of financing by licence fee.

From the across-the-board guarantee given in respect of the functioning of public service broadcasting it will be possible to derive the consequences for the system, method, and timing of licence fee increases. Even a limited allocation made from the licence fee in order to assist private broadcasting and check the expansion of public service broadcasting is incompatible with the Lower Saxony judgment. Freezing or restraining public service broadcasting in respect of finance, technology, or programming would simultaneously take away the basis for private broadcasting with its reduced requirements for diversity. But these reduced requirements are a necessary condition for economically viable private broadcasting.

The Lower Saxony judgment also makes important statements about

the division of competences between the Federal Government and the *Länder* in the FRG. The strict separation between media competence and competence in economic matters found in consistent court practice hitherto will be continued before the backdrop of the dual broadcasting order now approved.

With its statement about the need for broadcasting legislators to make rules against concentration of ownership, the Federal Constitutional Court has appreciably reinforced the competences of the *Länder*. It confirms that the communications order (a matter for the *Länder*) and the economic order (a matter for the Federal Government) are different areas of regulation. This sets limits both on the clearly visible efforts on the part of the Federal Government to extend federal competence specifically in the area of private broadcasting and on the recently discernible encroaching activities of the Federal Cartels Office under the catchword of easier access to the marketplace of new, commercial broadcasting undertakings as ostensibly required by the Law against Restraints on Competition (GWB). The *Land* broadcasting legislator's extensive competence made clear by the Lower Saxony judgment is probably also of significance for demarcation with respect to the power to intervene and regulate under the EEC Treaty.

The Federal Constitutional Court states explicitly that direct broadcasting by satellite receivable in all the federal *Länder* can only be governed by a general regulatory system of all the *Länder*. This does away with the legal foundation for the limited treaties already concluded between some *Länder*. Licences issued on this basis would be unlawful. The *Länder* could probably comply with this finding by concluding a general inter-*Land* treaty explicitly regulating DBS. It remains to be seen whether, apart from the allocation of channels, the determination of the content of DBS programming, and monitoring it, must be laid down in a joint regulation by all the *Länder*.



After the Lower Saxony judgment two further leading decisions are expected, in quicker succession than in the past: the above-mentioned judgment on the Baden-Württemberg *Land Media Act* and an equally fundamental decision on the revised statute on Westdeutscher Rundfunk. The main point at issue here is the scope of activity of a public service

broadcasting organization as distinguished from a profit-making private-enterprise undertaking. In both judgments the Federal Constitutional Court will assuredly make use of the opportunity to continue its observations on the tasks of the broadcasting organizations and the organizational and financial safeguards necessary to their performance. ■

for the broadcast or the recording, and against the heads of the establishment and directors or managers of the undertakings that have made the broadcast or recording, even in cases where the radio or television broadcasts have been made outside the national boundaries, as long as they have been received in France.

The above is the legislative and regulatory background to two cases concerning the coverage of the Paris-Algiers-Dakar rally broadcast by Antenne 2 in January 1986 and the relay by Télévision Française 1 of the World Football Cup matches in June 1986.

The Paris-Algiers-Dakar rally is an event that takes place over a period of about one month and is organized with the assistance of a large number of sponsors. The latter include several tobacco companies who affix their trademarks to certain of the competing vehicles and on the teams' clothing.

An association (The League against Smoking in Public Places) applied for an injunction to prohibit Antenne 2, which was providing television coverage of the event, from broadcasting pictures of the vehicles and teams concerned. The Paris *Tribunal de grande instance* granted this application, noting not only the infringement of s.2 of the Act—which prohibits tobacco advertising on television—but also that of the rule prohibiting the display of trademarks or advertising logos on competitors' clothing or vehicles (s.10).

On this last point it should be pointed out that the competition did not appear on the list of motor vehicle events covered by the waiver provided for under the Act.

The judge considered that the journalist's right to report on news and current events did not authorize him to break the law and imposed a fine of FF5,000 per shot constituting an infringement. The effect of this decision was to make coverage of the Paris-Algiers-Dakar rally technically impossible unless heavy fines were paid.

## Legal notes

### FRANCE

#### Tobacco advertising

#### at sporting events—problems

#### for French broadcasters

The Act of 9 July 1976 on combating the abuse of tobacco regulates and restricts advertising and publicity for tobacco products.

Publicity may be very general in nature; advertising may refer more specifically to a particular product. The legislator considered it was necessary to cover both since the Act is a penal text restrictive in interpretation.

Advertising and publicity for tobacco and tobacco products are authorized only in the press and within certain limits. *A contrario*, they are prohibited in all other advertising vehicles.

Three of the Act's provisions relate more specifically to broadcasting organizations.

► The prohibition of advertising or publicity in radio or television programmes, in recordings, or on cable systems (s.2.1). This principle admits of no exception.

► The prohibition of the sponsorship of sporting events: s.10 of the Act prohibits the display, in any form, of the name, trademark, or advertising logo of a tobacco product on the occasion of or during a sporting event.

However, in this provision an important exception is made in favour of certain sporting events involving motor vehicles. The list of these events is to be drawn up by ministerial decree and concerns automobile competitions and motorcycle and motorboat sports. This waiver was made in order not to deprive the makers of competition vehicles of advertising and publicity money.

#### ► Sanctions:

*Nature* Infringements of the Act of 9 July 1976 can entail a fine of between FF30,000 and FF300,000, which may be doubled in the case of a second offence. In addition, the court may prohibit the sale of the unlawfully advertised products for a fixed period.

*Persons liable* S.13 of the Act provides that if an infringement of a provision concerning publicity and advertising is committed in the media mentioned in s.2 (radio and television programmes), proceedings will be instituted against the persons responsible

Antenne 2 appealed against this, arguing that the injunction ran counter to the principle of freedom of information, expressed doubt as to the admissibility of the action brought by the League against Smoking in Public Places, in view of the latter's statutes, and contested the competence of the judge granting the injunction (*juge des référés*).

However, the Paris Court of Appeal disregarded the last two arguments, being of the opinion that the *juge des référés* could take the requisite steps to put an end to a patently prejudicial situation. Nonetheless, wishing to reconcile the right to information with the observance of the law, the Court reversed the decision, considering that *in order to bring about a better balance between the necessary observance of an uncontested legal provision and the journalist's fundamental right to report freely on a news event in the spontaneous form revealed by his lens, the prohibition imposed by the first judge on Antenne 2 must, in the present instance, be replaced by measures intended to inform the public, as specified below:*

*Antenne 2 must follow each of the film sequences of the Paris-Dakar showing in any form whatsoever the name, trademark, or advertising logo of a tobacco product, with the text given below which shall be displayed on the screen and read by an announcer:*

*Text: Antenne 2, realizing that some of the pictures in this report include an element of tobacco advertising, which is prohibited by law, declares that its action has been determined solely by the concern to provide direct and spontaneous information on a news event.*

*Statement made in compliance with a decree of the Paris Court of Appeal of 10 January 1986.*

In January 1987, the Paris-Algiers-Dakar rally was covered by TF1, but in the meantime the event had been added to the list of motor sports events for which the provisions of s.10 of the Act are waived.

The measure, and the precautions taken during editing to avoid the inclusion of tobacco advertising as far as possible, enabled the coverage to be transmitted without any legal problems.

On the occasion of the outside broadcasts of the World Football Cup which took place in Mexico in June 1986, the trademark 'Camel' was shown on the hoardings in the stadia.

The League against Smoking in Public Places brought the matter before the *juge des référés* of the Nanterre Tribunal, asking that the firm Reynolds Tobacco France, the owner of the Camel brand, and TF1, the organization broadcasting the programmes, should be ordered jointly and severally, subject to a penalty of FF1,320,000 per match relayed, to put a stop to the prejudicial situation constituted by the broadcasting of pictures containing the advertising forming the subject of the complaint. The very large fines demanded had been calculated with reference to television advertising rates.

Reynolds Tobacco France argued that it was not involved in the slightest in the setting up of the hoardings in Mexican football grounds and disputed the fact that the League against Smoking in Public Places was qualified to act in the matter.

TF1 argued that it received the pictures passively from Mexico and relayed them live and that hence the material element of transmitting or recording was not present and could not give rise to the infringement defined in s.13 of the Act of 9 July 1976.

In addition, TF1 invoked its duty to inform the French public, whose interest in the major sporting event known as the World Football Cup was indisputable.

In order of 12 June 1986, the Nanterre Tribunal:

recognized the League's competence to institute legal proceedings and at the same time dismissed the action against Reynolds Tobacco France on the grounds that it had not been

shown that the company had been involved in unlawful acts as the instigator of these acts appeared to be an American company distinct from Reynolds Tobacco France;

admitted the existence of a patently prejudicial situation, s.10 para. 2 having been infringed;

declared that TF1 was responsible for the pictures it relayed in France.

However, concerned to make allowance for the various interests involved, including those of the viewers who wanted to have the full enjoyment of the event, and for the legitimate interests of those working actively on behalf of the anti-smoking campaign, the Tribunal appointed an expert to hear the parties and then give an opinion on any technical measures that might make it possible for viewers to watch relays of sports events while respecting the law.

On an appeal by the League, with Reynolds Tobacco France and TF1 making a cross-appeal, the Versailles Court of Appeal dismissed all the League's claims, considering that its action was inadmissible in view of its failure to prove that it came within the scope of its registered purpose and safeguarded the collective interests of its members.

It is perhaps worth noting that in the reasons adduced the Court pointed out that the advertising impact on the viewer of the appearance of a hoarding—in the background—displaying the Camel trademark was minimal because the viewer was mainly interested in the match being screened.

The two cases discussed above show just how sensitive an operation it is to reconcile respect for legislation against the abuse of tobacco with respect for the public's right to be informed when powerful economic interests are involved.

Hélène Barbarin  
Deputy Director responsible  
for the Legal Affairs Department  
Télévision Française 1



## AUSTRIA

### The new ORF schedules

Mr Thaddäus Podgorski, the Director General of Österreichischer Rundfunk, has presented the basic scheduling grids that will be introduced on 28 September next. The keyword here is 'local'.

The programme *Österreich-Bild*, broadcast on weekdays at 18.30 on the second television channel, will set aside half of its 30 minutes' air time for material from the regional studios, which is why it has been transferred to the second channel as only the latter enables transmitter opt-outs. Regionalization will entail an initial outlay of 170m schillings, plus 180 m a year operating costs.

The new schedules will also involve an increase in broadcast output totalling 890 transmission hours for FS1 and FS2 taken together, with 465 hours for entertainment, 51 for instruction and the arts, 96 for information and discussion, and 215 for children and young people. There will also be 12 additional hours of air time for the elderly.

(ORF)

## FRANCE

### DBS operating company to be set up

Mr Xavier Gouyou-Beauchamps, the Chairman of TéléDiffusion de France, announced on 23 April at the MIP-TV in Cannes that the Tevespace company, which is to operate the DBS satellites TDF 1 and TDF 2, was to be set up in pursuance of the mandate received from the French Government on 25 February last.

The company will be set up in two stages. First of all, the shareholders will sign a 'promise to constitute a company' accompanied by suspensive clauses and will pay one-thousandth of their share in the company into a blocked account. At the end of May, the company will be set up, once all the suspensive clauses have been met, with a capital of FF600m.

(TDF)

### A European programme and audience research newsletter

The French National Audiovisual Institute and the research agency Médiamétrie have announced the launch of a monthly newsletter, called *Eurodience*, to be published jointly by the two organizations with the assistance of the Broadcasters' Audience Research Board in the UK and the ARD and the ZDF in the FRG. The aim is to refine progressively the comparative analysis of programme scheduling in Europe: the major categories and their place in the schedules, the programmes that are hits—or are poised to be—in each country, special-interest programmes, complementary or competing strategies.

*Eurodience* will bring together contributions from France, the UK, and the FRG. It will be bilingual (French/English), but additional language versions might be brought out at the instigation of contributing countries. Each issue will contain information on station market share trends and will focus on a particular aspect of the audience, programming, or a programme category. The subjects to be explored include morning television, programmes for the young, regional programmes, major sporting events, documentaries, the 19.00-22.00 hours slot, the audience, and the scheduling of the main television news programmes.

(INA)

### The Jean d'Arcy Prize for creative work on video

Convened for the third year in succession by TF1, the jury of the Jean d'Arcy Prize, chaired by Mr Pierre Sabbagh, unanimously gave the international award for creative work on video to the programme *Ganz unten* entered by Radio Bremen (FRG), which was made by Gunther Wallraff and Jorg Gfroerer. The prizegiving ceremony was held in Paris on 25 March in the presence of Mrs d'Arcy and the six members of the jury. In addition, Adrian Marthaler received a mention for his programme *Panoptikum*, entered by Swiss German-language television, as did Erik Dehn-Knudsen for *Creations*, entered by Danmarks Radio.

(TF1)

### Radio France and the 1986 'Route du Rhum'

The 'Route du Rhum' transatlantic yacht race from Saint-Malo to Pointe-à-Pitre, Guadeloupe, which took place from 9 to 30 November 1986, gave Radio France the opportunity of bringing together, implementing, and coordinating the most advanced technical facilities available in the fields of telecommunications, computers, weather forecasting, and radio and sound, making it into an event of great interest both in the area of sport and as a radio production.

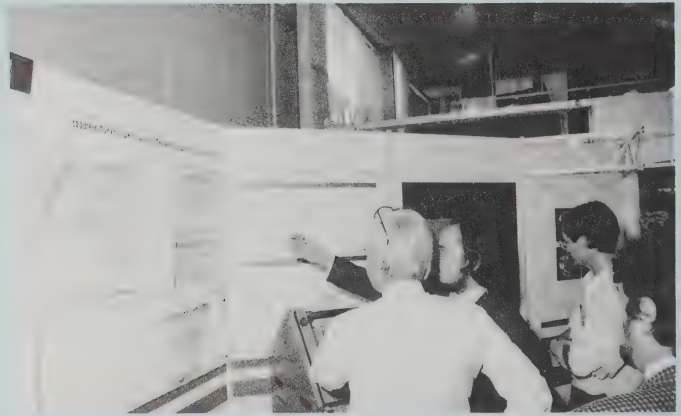
Besides allowing its national and local radio listeners to follow an often live, day-to-day, even minute-by-minute, account of the race's progress, Radio France aimed at providing reporters from both the press and broadcast journalism with information on the race through a press centre designed and installed for that purpose.

This centre, which was located in the Maison de Radio France in Paris, provided reporters with a constant flow of information about the position of the boats and their progress, the routes followed, the weather conditions, etc. Skippers could be contacted directly and communication could be established at certain strategic stages of the race.

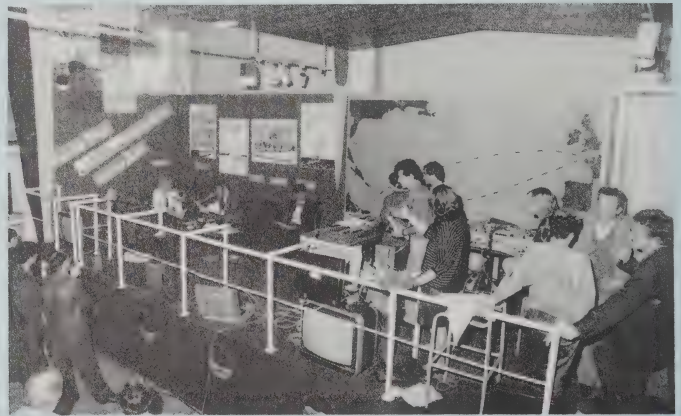
Thanks to the collaboration of the Direction Générale des Télécommunications, the Centre National d'Etudes Spatiales, IBM, France Câbles et Radio, and La Météorologie Nationale, to name only these, reporters at the centre could call on any of five computers linked to an IBM EDP centre in the Paris region at any time. These computers were all equipped with high-definition colour graphics screens and displayed charts of the placings, maps showing the position of the boats, and data on the weather conditions prevailing in the vicinity of the boats. A data bank also provided background information on the skippers, the boats' characteristics, and so on.

Reporters using this 'nerve centre' were also provided with the means of communicating information to their respective media: telephones, telexes, telefax terminals, specialized connexions, etc. Radio France was able to send information to its

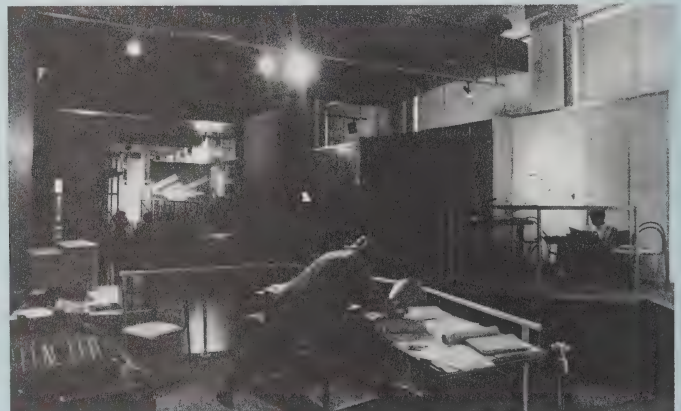
*Jacques Kessler, France-Inter's weatherman, explains conditions during the race to Editor-in-Chief Claude Guillaumin on France-Inter's 13.00 hours news broadcast of 18 November 1986*



*The special news studio designed for France-Inter's 13.00 hours news broadcast of 18 November 1986*



*General view of the centre's working area, with, in the foreground, the computer consoles accessible to the reporters; on the right, the magnetic tape recording equipment for taping interviews with the competitors; in the centre, a projection screen for the visual display of information on the race; in the background, the set used for producing radio and television programmes (news broadcasts and FR3's Thalassa magazine)*





decentralized radio stations via a special device. An index of available sound recordings could be consulted using a videotex information retrieval service of Radio France (RAC-Réseau Avancé de Communication).

Full-blown conferences were organized as, for instance, between a skipper on his boat, someone on the phone, someone in Guadeloupe, and the press centre in Paris. Likewise, video conferences between Pointe-à-Pitre and Paris, visible on the press centre's screens, were possible thanks to the installation of a receiving dish on the rooftop of the Maison de Radio France, which provided a link-up with the Telecom 1 satellite.

The technical facilities used made for both a wide-ranging and multidirectional flow of information on the 'Route du Rhum'. For Radio France, in particular, this event represented an opportunity to have all the organization's components work together constructively and to handle the whole information gathering, processing, and dissemination process.

Experts in sailing and communications were in charge of the centre and were accessible at any time.

(SRF)

## FEDERAL REPUBLIC OF GERMANY

### 1987 Prix Futura

Organized every two years by Sender Freies Berlin and Zweites Deutsches Fernsehen, the tenth edition of the Prix Futura was held from 28 March to 5 April 1987. This competition, placed under the auspices of the EBU, is intended to reward radio and television productions which by the quality of their content and form best identify and reflect the changes that are happening around us and within us and extend our understanding of them.

A new record number of entries was reached in 1987 with 50 countries submitting 160 programmes. The international jury viewed 42 television and 40 radio documentaries as well as 37 television and 41 radio dramas. Two prizes valued at DM10,000 were awarded in each of the four categories.

### Prize winners

#### Television drama

*Scab* (UKIB/YTV/United Kingdom)  
*Les Etonnements d'un Couple moderne* (A2F/France)

#### Television documentary

*A Green Light For Us Now* (KBS/Republic of Korea)  
*The Morgentaler Affair* (Global Communications Ltd/Canada)

#### Radio drama

*The Interrogations of Spinoza* (RIAS Berlin/FRG)  
*The Deduction Of Ten Years* (CPBS/Peoples Republic of China)

#### Radio documentary

*Les bons Samaritains* (René Farabet/France)  
*Questions* (ABC Radio National/Australia)

In 1987, Sveriges Radio introduced the **Åke Blomström Memorial Prize** in the context of the Prix Futura. The aim of this radio prize is to single out and promote young feature talents in an international setting. The prize, valued at SKR20,000, went to two Yugoslav producers, Darko Tralic and Ivica Kasumovic, of Radio Zagreb, for *Light is a Burden*. The Transtel-Jury prize was awarded *ex aequo* to the Indian organization Doordarshan for the documentary *Beyond the Storm* and to the Sri Lanka Rupavahini Corporation for its drama entitled *The Boundary*. The Transtel-Jury prize is valued at DM10,000 and awarded to outstanding television productions from countries in Africa, Asia, and Latin America.

## REPUBLIC OF KOREA

### News from MBC

An agreement detailing areas of cooperation between the Korean Broadcasting System and Munhwa Broadcasting Corporation for effective **coverage and transmission of the 1988 Summer Olympics** was signed on 30 March 1987 in Seoul by KBS President Chung Koo-Ho and his MBC counterpart Hwang-Sun-Pil. The agreement also outlines those events to be jointly produced as well as each organization's re-

sponsibilities in terms of manpower and equipment mobilization.

KBS will be involved in the production of events such as swimming, canoeing, handball, hockey, rowing, weightlifting, fencing, wrestling, and athletics. International signals to be produced by MBC include basketball, judo, table-tennis, tennis, boxing, and volleyball.

For soccer competitions, KBS is responsible for games at the Olympic Stadium in Seoul, in Taejon, and in Kwangju, while MBC will produce the international signal for soccer matches at Seoul's Tongdaemun Stadium and in Taegu. The men's and women's marathons will be jointly covered by KBS and MBC.

All or part of such events as gymnastics, cycling, and equestrian sports are to be covered by a foreign contractor with KBS supervising the production.

MBC has carried out a **partial organizational restructuring along with some personnel changes**. Noteworthy among the organizational changes is the merging of MBC Sports with MBC News, in order to maximize the effectiveness of operations and news coverage for the 1988 Seoul Summer Olympics. Mr Un-Myung Rhee has been newly designated Managing Director for MBC News and Sports.

In addition, an Audience Service Division has been set up under the Public Relations Office to meet the ever-increasing demand of MBC's audiences.

A **joint production team from MBC and the Japanese NHK** has carried out one of the most ambitious projects ever, having successfully attempted an **aerial video recording** of a flock of **cranes migrating** from the region of Kyushu in Japan and over the tributaries of the River Nakdong in Korea, which is where they make an intermediate landing before continuing to Siberia.

For this pioneer coproduction, MBC and NHK used a small motorized glider and helicopters to follow the migrating birds in the air and videotape their flight.

It is expected that this television coproduction operation, conducted with the assistance of ornithologists and wildlife experts, will contribute to the international protection of these rare species and their environment in north-eastern Asia. It will also widen horizons for further cooperation in the future and provide a unique opportu-

nity for the two organizations to develop new technologies applications in television production.

(MBC)

### SWEDEN

#### Prix Egalia

For the third year, in February 1987 Swedish television's Equality Group held a prizegiving ceremony to reward the two productions broadcast in the previous year that best reflected some aspect of equality. This time there were two categories, one for Swedish programmes and one for purchased foreign programmes.

The prize for the Swedish production went to a current affairs programme produced by Ms Marianne Gillgren at SVT 2 and entitled *Low-Price Boarding*. The programme describes women who take care of mentally retarded children in their homes, often a 24-hour job, for which they are poorly remunerated by the welfare authorities. The differing views of the authorities and of the women themselves on the classification of the work are presented.

The second category was won by the film *Winnie Mandela* made by the English independent producers Peter Davis/Villon Films.

(SR/SVT)

### Personalia

The Board of Governors of Sveriges Radio has prolonged **Mr Örjan Wallqvist's** mandate as Director General of Sveriges Radio for a new six-year period from 1 July 1988 to 1 July 1994. The decision was unanimous.

(SR)

**Ms Lena Wennberg** will leave the post as Managing Director of Swedish Local Radio in the middle of June this year. After 21 years at Sveriges Radio Ms Wennberg leaves for the newspaper world. She will become Managing Director of the fourth largest daily and evening newspaper in Sweden, *Sydsvenska Dagbladet Kvällsposten* in Malmö.

(SR/LRAB)

### SWITZERLAND

#### The next DG of the SSR

**Mr Antonio Riva** has been appointed by the Central Committee of the Société Suisse de Radiodiffusion et Télévision to succeed Mr Leo Schürmann as the organization's Director General as from 1 January 1988. This appointment has been approved by the Swiss Federal Council.

(SSR)



Born in Lugano in 1935, Mr Riva studied law in Florence, Munich, and Berne, qualifying in 1961. He joined the Swiss Italian-language television organization in 1966 as Head of the News and Information Department, remaining in that post until 1975. In that time he spent several study periods abroad in the UK and the USA and was twice chairman of Intermag, an association of European news magazines.

From 1975 to 1982 he was Head of News and Information Programmes (Radio and Television) in Italian-speaking Switzerland and a member of several SSR national commissions; he was appointed Director of Programme Services in the SSR General Directorate in 1982. From 1978 to 1982 Mr Riva was also a member of the Expert Commission on an Overall Media Concept.

### UNITED KINGDOM

#### Letter from Britain

Broadcasting is always changing and anyone involved in it has to recognize that primary fact, but I cannot remember a time when so much was subject to change as it is now here in Britain.

The BBC has a new Chairman, a new Director General and (from Independent Television) a new Deputy Director General. Together and separately they are rapidly and fundamentally changing the BBC's structure, style, and way of operating. Independent Television is changing too, with new Managing Directors at Granada, Central, and HTV and a new Director of Programmes at London Weekend Television. The duopoly enjoyed for so long by the BBC

and ITV is about to be ended by a Government which wants independent producers to be given generous opportunities to make programmes for transmission by both networks. A government committee chaired by Mrs Thatcher herself is expected to produce proposals for significant changes in the way Independent Television operates. The recommendations of last year's Peacock Committee have not been forgotten. They are an important part of the Committee's terms of reference. Direct broadcasting by satellite is on the way and BSB has been awarded the franchise to operate the service, but BSB itself is as conscious as anyone else of the huge costs and immense

risks involved, not least the risk of seriously threatening the stability of the existing broadcasting systems.

In these circumstances, the smaller companies in ITV are facing an even more uncertain future than is normal for them. Of the 15 companies that make up ITV, five are major companies which together provide the bulk of programmes transmitted in peak time by all 15 companies. The other ten are the regional companies whose first concern is to make programmes for and about the part of the country for which the franchise makes them responsible. Five of them are large regionals (e.g. Scottish Television, Anglia Television) and five are small re-



gionals (e.g. Grampian Television, Border Television). Recently I revisited Ulster Television in order to see whether the smaller regional companies could still claim, as they have long claimed, that small is beautiful.

There is nothing beautiful about the political and religious divisions that plague Northern Ireland but, to the surprise of the visitor whose news of Northern Ireland is almost exclusively bad news, normal everyday life in Northern Ireland itself goes on calmly enough for most people most of the time. Ulster Television's prime commitment is to its own territory and to the people who live in it. The programmes it makes are for and about the people of Northern Ireland and they provide viewers on both sides of the religious and all sides of the political divides with a scrupulously fair picture of themselves.

Like all the other ITV companies, Ulster Television has recently been enjoying significant increases in revenue from advertising. Programme-makers have, as a result, been able to look beyond their local commitment and have also been making programmes for the network and for Channel 4. Director of Programmes Brian Waddell has even been able to plan some international coproductions on a scale hitherto well beyond his each.

He aims to coproduce one drama a year with a budget of about £250,000. He doesn't need (and couldn't afford) a Head of Drama, but he has appointed a drama producer, Stephen Butcher, who is also paid as a consultant to assess scripts, develop projects, and look outside television for Irish drama. Butcher has already made *The Hidden Curriculum* and Waddell has sold it to Channel 4. *The Last of a Dying Race* was commissioned by Channel 4. Plans for documentary coproductions include one on a year in the life of Barry Douglas, the pianist from Belfast who last year won the Tchaikovsky Gold Medal in Moscow. *A Slow Walk in No Man's Land* is to be a dramatized documentary about the Battle of the Somme in World War I. *Shadow and Landscape* will be a dramatized documentary about the Irish painter Roderic O'Connor, a friend of Gauguin who lived most of his life in Brittany and Paris. Other ambitious programmes are at various stages of planning, and coproduction partners are either committed or actively interested.

Ulster Television, then, has been making programmes for the ITV network, for Chan-

nel 4, and for sale abroad. At the same time, the Government's encouragement of the independents creates a whole new problem for all the ITV companies, and the smaller the company the greater the threat. The Government has suggested that 25% of the programme output of ITV and of the BBC should, by five years from now, be made by the independents. If this is to come about—and it may well come about—the effect on a company the size of Ulster Television could be catastrophic if there are no compensating benefits. A recent statement by the Independent Television Authority (IBA), however, has brought some consolation.

The IBA is to start a consultative process with all the ITV companies on the extension of their contracts. The IBA proposes to extend by three years the present contracts which are due to end in December 1989. Among the changes that the IBA will propose under the new, extended contracts is a new arrangement for the networking of programmes. 'Recognizing,' says the IBA, 'the contribution made both by the ten regional contractors and by the five major contractors, the IBA wishes to see greater flexibility and competition in the determination of the network schedule ... The strength of the ITV system has always come from the variety of its regional programming and the IBA wishes to see this enhanced.' It is clear that the IBA wants to protect the regional character of ITV and employment in the regions. The IBA will not be proposing any changes in the geographical areas for which the present ITV companies are responsible.

In other words, Ulster and the other regional companies can expect to have a greater share in the scheduling of network programmes than they have had hitherto; greater access for independents should not mean loss of jobs in the regions; and the IBA will not be proposing the merging of smaller companies with larger ones. Small can continue to be beautiful for a while longer.

James Bredin

*(James Bredin, Fellow of the Royal Television Society, ex-Managing Director of Border Television, and now a specialist in television archives, has been appointed a Press Fellow at Wolfson College, Cambridge University.)*

*He will be at Wolfson from Easter until mid-July and will be assessing the extent*

*and the effectiveness of television archives in the United Kingdom and abroad. It is expected that his report will be published later in the year by British Petroleum, sponsors of the fellowship.)*

## The BBC's new DG

**Mr Michael Checkland**, 51, who had been Deputy Director General of the BBC since



July 1985, was appointed Director General in February in succession to Mr Alasdair Milne. (See 'Letter from Britain' in the *EBU Review*, March 1987, p. 41.)

Mr Checkland, an Oxford graduate with a degree in Modern History, joined the BBC as a senior assistant in the Cost Department in 1964; he became Senior Cost Accountant in May of that year. He was given increasing responsibilities over a number of years, ultimately becoming Controller, Finance, in June 1976 and then Controller, Planning and Resource Management, Television, in October 1977. In January 1982 he was made Director of Resources, Television; he was also Chairman of BBC Enterprises Ltd. Mr Checkland is the 11th Director General in the BBC's 60-year history.

## EBU President honoured

**Mr Albert Scharf**, the President of the EBU, has been made an Honorary Fellow of the Royal Television Society. The fellowship certificate was presented on the occasion of the Fleming Memorial Lecture which this year was given by Mr Scharf, who spoke on 'The Future of Public Service Broadcasting in Europe'. It was the first time a foreigner had been asked to give the Memorial Lecture since it was instituted 41 years ago.

# Radio and television licence statistics, 31.12.1986

| Country             | Separate radio licences<br>I |                              |         | Separate television licences<br>II |  |                          | Combined radio and television licences<br>III |   |           |
|---------------------|------------------------------|------------------------------|---------|------------------------------------|--|--------------------------|---|---|-----------|
|                     | Total                        | Charged for                  | Free    | Total                              | Charged for  | Free                     | Total   | Charged for   | Free      |
| Algeria <i>b</i>    | 3 250 000                    |                              |         | 1 550 000                          |  |                          |   |   |           |
| Austria             | 2 630 778                    | 2 283 115                    | 347 663 |                                    |  |                          | 2 426 352                                     | 2 076 102   | 350 250   |
| Belgium             | 4 515 980                    |                              |         | 612 147<br><i>c</i> 2 371 962      |  |                          |   |   |           |
| Cyprus <i>b</i>     | 171 500                      |                              |         | 38 800<br><i>c</i> 50 000          |  |                          |   |   |           |
| Denmark             | 152 584                      | 83 711<br><i>d</i> 61 898    | 7 075   |                                    |  |                          | 301 634<br><i>c</i> 1 675 177                 | 244 618<br><i>d</i> 57 016<br><i>c</i> 1 412 770<br><i>cd</i> 262 407 |           |
| Egypt <i>b</i>      | 15 000 000                   |                              |         | 3 860 000                          |  |                          |   |   |           |
| Finland             | <i>b</i> 2 500 000           |                              |         | 287 473<br><i>c</i> 1 534 899      | 282 487<br><i>d</i> 4 986<br><i>c</i> 1 508 963<br><i>cd</i> 25 936      |                          |   |   |           |
| France              | <i>b</i> 20 000 000          |                              |         | 18 168 330                         | 3 026 758<br><i>c</i> 12 201 747   | 2 939 825                |   |   |           |
| Germany (FR)        | 3 645 951                    | 3 225 460<br><i>d</i> 13 513 | 406 978 |                                    |  |                          | 23 010 526                                    | 21 218 967<br><i>d</i> 102 201  | 1 689 358 |
| Greece <i>b</i>     | 4 000 000                    |                              |         | 1 725 000                          |  |                          |   |   |           |
| Iceland             | 79 278                       | 73 524<br><i>d</i> 83        | 5 671   | 6 038<br><i>c</i> 65 105           | 4 864<br><i>d</i> 8<br><i>c</i> 60 984<br><i>cd</i> 55                   | 1 166<br><i>c</i> 4 066  |   |   |           |
| Ireland             | <i>b</i> 2 050 000           |                              |         | 198 235<br><i>c</i> 591 338        | 198 235<br><i>c</i> 591 338  |                          |   |   |           |
| Israel              |                              |                              |         |                                    |  |                          | 655 000                                       |   |           |
| Italy               | 212 000<br><i>e</i> 481 545  | 212 000<br><i>e</i> 481 545  |         |                                    |  |                          | 6 494 107<br><i>c</i> 8 111 341               | 6 494 107<br><i>c</i> 8 111 341                                       |           |
| Jordan <i>f</i>     | <i>b</i> 551 000             |                              |         | 240 000                            | 240 000  |                          |   |   |           |
| Lebanon <i>b</i>    | 2 000 000                    |                              |         | 500 000                            |  |                          |   |   |           |
| Libya <i>b</i>      | 685 600                      |                              |         | 235 300                            |  |                          |   |   |           |
| Luxembourg <i>b</i> | 228 000                      |                              |         | 91 300                             |  |                          |   |   |           |
| Malta               | 27 212                       | 27 212                       |         | <i>c</i> 64 498                    | <i>c</i> 64 498  |                          | 63 135  | 63 135  |           |
| Monaco <i>b</i>     |                              |                              |         | 17 500                             |  |                          |   |   |           |
| Morocco <i>b</i>    | 4 600 000                    |                              |         | 1 206 000                          |  |                          |   |   |           |
| Netherlands         | 167 300                      | 158 800                      | 8 500   |                                    |  |                          | 4 755 000                                     | 4 700 000   | 55 000    |
| Norway              | <i>b</i> 1 510 000           |                              |         | 1 443 020                          | 102 606<br><i>c</i> 1 331 842  | 8 572                    |   |   |           |
| Portugal            | <i>b</i> 2 165 000           |                              |         | 1 428 949<br><i>c</i> 189 442      | 1 341 479<br><i>d</i> 662<br><i>c</i> 181 944<br><i>cd</i> 4020          | 86 808<br><i>c</i> 3 478 |   |   |           |
| Spain <i>b</i>      | 11 473 000                   |                              |         | 5 073 000<br><i>c</i> 9 240 508    |  |                          |   |   |           |
| Sweden              | <i>b</i> 3 330 000           |                              |         | 227 014<br><i>c</i> 3 051 331      | 227 014<br><i>c</i> 3 051 331  |                          |   |   |           |
| Switzerland         | 2 557 652                    | 2 512 012                    | 45 640  | 2 281 813                          | 2 241 370  | 40 443                   |   |   |           |
| Tunisia <i>b</i>    | 1 000 000                    |                              |         | 500 000                            |  |                          |   |   |           |
| Turkey <i>b</i>     | 5 250 000                    |                              |         | 5 000 000                          |  |                          |   |   |           |
| United Kingdom      | <i>b</i> 45 000 000          |                              |         | 2 555 000<br><i>c</i> 16 893 000   | 2 497 000<br><i>d</i> 58 000<br><i>c</i> 16 408 000<br><i>cd</i> 385 000 |                          |   |   |           |
| Yugoslavia          | 558 742                      | 553 172                      | 5 570   |                                    |  |                          | 3 971 310                                     | 3 948 900   | 22 410    |



# EBU active members

| Number of households | Population<br><i>a</i> | Licences per hundred inhabitants |                          | Country             |
|----------------------|------------------------|----------------------------------|--------------------------|---------------------|
|                      |                        | Radio<br>(I + III)               | Television<br>(II + III) |                     |
|                      | 22 000 000             | 14.77                            | 7.05                     | Algeria <i>b</i>    |
| 2 838 300            | 7 557 667 (1985)       | 66.91                            | 32.10                    | Austria             |
| 3 611 131            | 9 858 885              | 45.81                            | 30.27                    | Belgium             |
| 192 000              | 667 000                | 25.71                            | 13.31                    | Cyprus <i>b</i>     |
| 2 182 650            | 5 522 988              | 38.56                            | 35.79                    | Denmark             |
|                      | 47 000 000             | 31.91                            | 8.21                     | Egypt <i>b</i>      |
| 1 965 000            | 4 927 062              | 50.74                            | 36.99                    | Finland             |
| 19 674 390 (1982)    | 55 506 413             | 36.03                            | 32.73                    | France              |
| 25 336 000           | 61 047 700             | 43.66                            | 37.69                    | Germany (FR)        |
|                      | 9 900 000              | 40.40                            | 17.42                    | Greece <i>b</i>     |
| 75 000               | 243 698                | 32.53                            | 29.19                    | Iceland             |
| 997 000              | 3 537 195              | 57.96                            | 22.32                    | Ireland             |
| 1 151 500            | 4 266 200 (1985)       |                                  | 15.35                    | Israel              |
| 19 845 920           | 57 202 345             | 26.75                            | 25.53                    | Italy               |
| 320 000              | 3 000 000              | 18.37                            | 8.00                     | Jordan <i>f</i>     |
|                      | 2 600 000              | 76.92                            | 19.23                    | Lebanon <i>b</i>    |
|                      | 3 500 000              | 19.57                            | 6.72                     | Libya <i>b</i>      |
| 129 500              | 368 000                | 61.96                            | 24.81                    | Luxembourg <i>b</i> |
|                      | 341 179                | 26.48                            | 37.41                    | Malta               |
|                      | 27 120                 |                                  | 64.53                    | Monaco <i>b</i>     |
|                      | 22 110 000             | 20.81                            | 5.45                     | Morocco <i>b</i>    |
| 5 536 000            | 14 611 000             | 33.69                            | 32.54                    | Netherlands         |
| 1 600 000            | 4 171 663              | 36.20                            | 34.59                    | Norway              |
| 3 535 633            | 9 833 014              | 22.02                            | 16.46                    | Portugal            |
| 11 473 000           | 38 750 192             | 29.61                            | 36.94                    | Spain <i>b</i>      |
| 3 496 212            | 8 381 515              | 39.73                            | 39.11                    | Sweden              |
| 2 449 784            | 6 365 960 (1980)       | 40.18                            | 35.84                    | Switzerland         |
| 1 273 000            | 7 480 000              | 13.37                            | 6.68                     | Tunisia <i>b</i>    |
|                      | 51 420 000             | 10.21                            | 9.72                     | Turkey <i>b</i>     |
| 21 200 000           | 56 700 000             | 79.37                            | 34.30                    | United Kingdom      |
| 6 196 000            | 22 424 711 (1981)      | 20.20                            | 17.71                    | Yugoslavia          |

N.B. To obtain the total number of radio licences or the total number of television licences, the figures in column III should be added to the figures in column I or column II.

*a* According to latest census, or official estimate as at 31.12.1986

*b* Estimated number of sets (no licence)

*c* Licences for colour television (not included in preceding figure)

*d* Licences at reduced fee

*e* Cable radio and/or television

*f* Situation as at 31.12.1985

# Radio and television licence fees 1987

## EBU active members

| Country                           | Annual fees in national currencies* |   |   | Type of set and methods of assessment   |
|-----------------------------------|-------------------------------------|---|---|---|
|                                   | Separate radio licences             | Separate television licences  | Combined radio and television licences                            |   |
| <b>Algeria</b>                    |                                     |   |   | No licence system. Each electricity consumer pays a fee based on his electricity bill   |
| <b>Austria (a)</b><br>(Schilling) | 522 (62) p.h. (b)                   |   | 1 902 (227) p.h.  | Valve or transistor set, private or public use<br>Black and white or colour set, private or public use  |
| <b>Belgium</b><br>(Franc)         | 864 (35) p.h.                       | 3 276 (131) p.h.<br>5 112 (204) p.h.                                    | 4 130 (165) p.h.  | Valve or transistor set, private use<br>Black and white set, private use<br>Colour set, private use<br>Cable television, private use<br>Additional licences for car sets                                |
| <b>Cyprus</b>                     |                                     |   |   | Each electricity consumer pays a fee based on his electricity bill  |
| <b>Denmark</b><br>(Crown)         | 100 (22) p.h.<br>50 (11) p.s.       |   | 380 (82) p.h.<br>190 (41) p.s.<br>590 (127) p.h.<br>295 (63) p.s. | Valve or transistor set, private use<br>Valve or transistor set, public use<br>Black and white set, private use<br>Black and white set, public use<br>Colour set, private use<br>Colour set, public use |
| <b>Egypt</b>                      |                                     |   |   | No licence system. Each electricity consumer pays a fee based on his electricity bill   |
| <b>Finland</b><br>(Markka)        |                                     | 360 (123) p.h.<br>620 (211) p.h.  |   | No licence for radio<br>Black and white set, private use<br>Colour set, private use   |
| <b>France</b><br>(Franc)          |                                     | 333 (83) p.h.<br>506 (126) p.h.<br>1 332 (333) p.s.<br>2 024 (506) p.s. |   | No licence for radio<br>Black and white set, private use<br>Colour set, private use<br>Black and white set, public use<br>Colour set, public use  |
| <b>Germany (FR)</b><br>(Mark)     | 60.60 (50) p.h.                     |   | 195 (161) p.h.  | Valve or transistor set, private or public use, additional licence for car set for professional use<br>Black and white or colour set, private or public use   |
| <b>Greece</b>                     |                                     |   |   | No licence system. Each electricity consumer pays a fee based on his electricity bill   |
| <b>Iceland (a)</b><br>(Crown)     | 1 520 (59) p.h.                     |   | 3 320 (129) p.h.<br>4 580 (179) p.h.                              | Valve or transistor set, private use<br>Black and white set, private use<br>Colour set, private use   |
| <b>Ireland</b><br>(Irish pound)   |                                     | 44 (98) p.h.<br>62 (138) p.h.   |   | No licence for radio<br>Black and white set, private or public use<br>Colour set, private or public use   |
| <b>Israel</b><br>(Shekel)         |                                     |   | 150 (142) p.h.  | Black and white or colour set, private use  |
| <b>Italy</b><br>(Lira)            | 3 495 (4) p.h.<br>9 495 (11) p.h.   |   | 64 675 (76) p.h.<br>93 325 (109) p.h.                             | Valve or transistor set, private use<br>Cable radio, private use<br>Black and white set, private use<br>Colour set, private use   |



| Country                                   | Annual fees in national currencies* |                                    |  | Type of set and methods of assessment  |
|---|-------------------------------------|------------------------------------|--|--|
|   | Separate radio licences             | Separate television licences       | Combined radio and television licences |  |
| <b>Jordan (c)</b><br>(Dinar)              |                                     | 12 (54) p.h.                       |  | No licence for radio<br>Black and white or colour set, private use   |
| <b>Lebanon</b>                            |                                     |                                    |  | No licence or fee  |
| <b>Libya</b>                              |                                     |                                    |  | No licence or fee  |
| <b>Luxembourg</b>                         |                                     |                                    |  | No licence or fee  |
| <b>Malta</b><br>(Pound)                   | 1 (4) p.h.                          | 12 (53) p.s.                       | 6 (26) p.h.                            | Valve or transistor set, private or public use<br>Black and white set, private or public use<br>Colour set, private or public use<br>Additional licences for car sets  |
| <b>Monaco</b>                             |                                     |                                    |  | No licence or fee  |
| <b>Morocco</b>                            |                                     |                                    |  | No licence   |
| <b>Netherlands</b><br>(Florin)            | 46 (34) p.h.                        |                                    | 158 (116) p.h.                         | Valve or transistor set, private use<br>Black and white or colour set, private use   |
| <b>Norway</b><br>(Crown)                  |                                     | 640 (142) p.h.<br>910 (202) p.h.   |  | No licence for radio<br>Black and white set, private use<br>Colour set, private use  |
| <b>Portugal</b><br>(Escudo)               |                                     | 2 600 (28) p.s.<br>5 000 (54) p.s. |  | No licence for radio; each electricity consumer pays a fee based on his electricity bill<br>Black and white set, private use<br>Colour set, private use                |
| <b>Spain</b>                              |                                     |                                    |  | No licence or fee  |
| <b>Sweden (a)</b><br>(Crown)              |                                     | 708 (166) p.h.<br>868 (203) p.h.   |  | No licence for radio<br>Black and white set, private or public use<br>Colour set, private or public use  |
| <b>Switzerland</b><br>(Franc)             | 87 p.h.<br>189.60 p.h.              | 174 p.h.<br>328.20 p.h.            |  | Valve or transistor set, private use<br>Valve or transistor set, public use<br>Black and white or colour set, private use<br>Black and white or colour set, public use |
| <b>Tunisia</b>                            |                                     |                                    |  | No licence system. Each electricity consumer pays a fee based on his electricity bill  |
| <b>Turkey</b>                             |                                     |                                    |  | No licence system  |
| <b>United Kingdom</b><br>(Pound Sterling) |                                     | 18 (44) p.h.<br>58 (143) p.h.      |  | No licence for radio<br>Black and white set, private use<br>Colour set, private use<br>Additional licence for car tv set   |
| <b>Vatican State</b>                      |                                     |                                    |  | No licence or fee  |
| <b>Yugoslavia</b><br>(Dinar)              | 1 800-5 400<br>(20-59) p.h.         |                                    | 18 000-36 000<br>(198-396) p.h.        | Valve or transistor set, private use, additional licence for car set<br>Black and white or colour set, private use   |

\* Approximate equivalent in Swiss francs in brackets.

(a) As at 31.12.1986

(b) p.h. = per household  
p.s. = per set

(c) As at 31.12.1984

## Book reviews

**Ariane. Le pari européen**, by Isabelle Naddeo-Souriau.

Hermé, 3, rue du Regard, F-75006 Paris, 1986 (228 pp., FF95)

On 31 July 1973, the European Space Conference set up the L III S project at a meeting in Brussels. Nine European countries gave the go-ahead for the Ariane venture: Belgium, Denmark, France, the FRG, the Netherlands, Spain, Sweden, Switzerland, and the United Kingdom. France was responsible for providing 63% of the funds and was placed in charge of implementing the project through its Centre national d'études spatiales. Work was shared out between five major contractors: Aérospatiale, Air Liquide, Matra, SEP (four French industrialists), and ETCA (a Belgian company). These in turn subcontracted work to some 60 European companies. Six years later, on Christmas Eve 1979, the first Ariane rocket launched a satellite into geostationary orbit.

The science correspondent and writer Isabelle Naddeo-Souriau takes the reader for a stroll through the Ariane countryside. Launchers, rocket motors, payloads, the Guyana Space Centre, the origins of the rocket, and European space cooperation are landmarks on this trip where it is a pleasure to stop and listen to our guide. But this great European adventure is still dependent on the harsh realities of conditions on the ground. It is estimated that, on average, there will be 28 to 31 satellites to be launched every year for the next five years. What share of this market will Arianespace carve out for itself? Ariane's plans are cautious, i.e. six to eight launches a year, with five being enough to ensure financial viability.

**Le J. T. mise en scène de l'actualité à la télévision**, édité

under the supervision of Bernard Miège. Collection 'Audiovisuel et Communication' - INA/La Documentation Française, Paris, 1986 (250 pp., FF80)

Television news broadcasts in France are often considered to be the channels' flagship programmes. They are a sociocultural phenomenon and a key factor in the political scene; they punctuate everyday life. Newscasts are at the centre of nearly all of the judgments on and analyses of television. Any inkling of a new trend detected in newscasts is immediately applied by extension to the rest of programming. This study, which was undertaken by the Institut national de la communication audiovisuelle, is the fruit of the deliberations of a working party that used a cross-disciplinary approach to analysing news broadcasts, seen as located at the junction of the press, film, and stagecraft. For many years newscasts in

France were virtually the official voice of the Government and were used as an instrument of national consensus but, recently, they have undergone some changes: they are now becoming educators of modernity. The arrival of the new media should not prevent television news from remaining the bulwark of public service television. The new channels seem to be resorting to mere news bulletins. The news programme, however, embodies a different sort of approach where news is not the foremost purpose. Nevertheless, changes must not be restricted to studio sets and technical production facilities. Rather than having to be the voice of France, as they were for many years, news programmes ought to be the eyes and ears of the public.

**La liberté de communication, Loi du 30 septembre 1986.**

**Analyse et commentaire**, by Bertrand Delcros and Bianca Vodan, preface by Gabriel de Broglie. Published by the Commission nationale de la communication et des libertés. Distributed by La Documentation Française, 29-31 Quai Voltaire, F-75340 Paris Cedex 07, 1987 (270 pp., FF150)

The Act of 30 September 1986, supplemented by that of 27 November, has redefined the French media landscape. Proceeding section by section, the authors of this analysis highlight the legislator's purpose and give readers a better idea of the developments already in evidence. Each section is the focus of a chapter containing the draft Bill, the final draft text, the revisions made during the legal proceedings, and the wording of the 1982 Act. A very clear explanation of the text of the Act is then given and the Act is compared with the previous legislation. Commentary, supplementary details and information, and summary tables form an easily accessible comprehensive whole. Under the heading 'Pour en savoir plus' ('If you want to know more') particularly useful information is provided on many topics. Thus, in the case of s. 31 (which deals with the allocation of satellite broadcasting licences), the interpretation of the legal text is supplemented by a survey of the different types of satellite in use, the 1977 Geneva Plan for direct broadcasting by satellite, the TDF1/TDF2 satellite system, and the D2-MAC/Packets standard. The funding of public service organizations is another example. The reader will find the 1987 broadcasting budgets, together with the licence fee and the revenue therefrom since 1980. However, of even greater interest is the information on the privatization of TF1 (Chapter IV of the Act): 25 pages are devoted to it.

At the end of the book a table summarizes the main implementation decrees of the Act.

This interpretation of a long and complex legal text was very necessary. It answers the questions anyone interested in the French audiovisual media scene might ask.



**Die zerstörte Öffentlichkeit. Die Bundesrepublik auf dem Weg zum Kommerzfunk**, by Jürgen Prott. Steidl, Göttingen, 1986 (139 pp., DM15)

At a time when traditional industries are encountering difficulties, information and communications technologies offer tempting prospects for investors. The new media are penetrating the fabric of society and everyday life. Those who question this trend are regarded at best with pity and indulgence.

To start with, the author assesses the restructuring processes of the media scene. He believes that present trends may endanger the democratic process, especially if technical infrastructures are erected more for financial return than to serve the public's need for information. This profit-based philosophy destroys critical awareness, excludes significant social groups, places undue emphasis on entertainment and, in a word, jeopardizes social communication. However, all is not lost: commercial broadcasters have long been under pressure and their path is not easy. To begin with, there must be a demand, and this does not seem to be the case at present. Indeed, audiences are showing more discrimination in their choices and young people are leaving television for more social forms of entertainment. We are made to understand that private companies are taking enormous financial risks. Of course, entrepreneurs show great interest in the new technologies, and cable and satellite are awaiting them with open arms, but programmes cost a great deal of money. Many will be called but few will be chosen. In the FRG's case, in particular, a number of groupings such as the Socio-Democratic Party, the ecologists, the Churches, the trades unions, and the

directorates of the ARD and the ZDF view the commercialization of the media with scepticism. These opponents' active measures will have to be reckoned with!

**The Last Days of the Beeb**, by Michael Leapman. Allen and Unwin, London, 1986 (299 pp., £12.95)

When this book first came out last year it was very badly received in broadcasting circles. One can see why: the title and the generally less than reverent tone are, of course, calculated to raise hackles from the start. And the unevenness of style provides an easy target for carping critics. Yet it would be wrong to take *The Last Days of the Beeb* as anything more than the expression of one point of view: 'It looks as if this is going to happen, and I think it should.'

Michael Leapman's thesis is quite simple. Public service broadcasting is under pressure from all sides: the evolution of society; an increasingly competitive media environment, not least due to the new technologies; the disapproval of the political authorities. Because of all this, the argument runs, the BBC has been on the downward slope for the past 20 years—a situation that has not been improved by the attitudes and reactions of those running the Corporation. Ideal for its purpose in 1927, the BBC is now, 60 years on, too unwieldy and bureaucratic for the changed conditions it operates in. The author sees the Corporation in the future as truncated 'in a fashion displeasing to those who now run it', with some of its functions dispersed. This is one man's view but, as they say, only time will tell.

## Issues of the EBU Review, Geneva edition, featuring particular topics

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